

the
HORTON
EPSOM

Commercial Development Lead (Venue Hire)

Hours: Part-time including occasional Saturdays
(24 hours per week – 0.6 FTE)

Contract: Fixed term 12 months - with a view to extending at the end of the contract

Location: The Horton, Epsom onsite

Salary: £22,200 (£37,000 full time equivalent)

The Horton is an award-winning independent cultural venue in Epsom, Surrey hosting live performance, creative arts and events in stunning listed building.

The venue is managed by a registered charity and opened in 2022, following a major renovation works. The Horton Gardens opened in summer 2025.



The role

We are looking to recruit a highly-motivated Commercial Development Lead to support The Horton's growth and long-term sustainability.

As a charity, we are seeking to increase our earned revenue to maintain the operation of our beautiful heritage building and support community programming.

You will be responsible for identifying and securing new business opportunities, with a focus on daytime commercial venue hire for meetings, conferences and corporate events.

We are looking for a strategic thinker who excels in stakeholder management and communication and can confidently spread the word about The Horton's unique selling points.

Key responsibilities:

Scoping opportunities

- Develop a long-term corporate venue hire plan using our heritage USPs
- Cost packages and creating assets
- Research the market and prospective clients
- Build a list of approved external suppliers and suite of contract documentation

Identifying, securing and delivering new Business Opportunities for The Horton

- Proactively identify and secure new business opportunities, with an initial focus on daytime corporate events, including meetings, conferences, away days and private hires
- Proactively identify and secure new opportunities for commercial partnerships with other organisations to support The Horton's community, arts and heritage programming.
- Build and maintain a sales pipeline of live and potential commercial opportunities
- Work with the Director and Finance Manager to develop and meet sales targets and support medium- to long-term planning for commercial opportunities

Promoting The Horton throughout Surrey and the surrounding areas

- Attend trade and networking events on behalf of The Horton to promote us as a venue for hire and as charity.
- Work with marketing to develop campaigns, offers, and events to drive commercial engagement and the brand with our target client groups.
- Evaluate the success of promotional activity.

Developing our offer

- Identify and develop the visitor experience for our customers – both corporate customers and individuals - as we seek to make The Horton one of Surrey's premier destination venues.
- Work with our Hospitality team to develop and refine our in-house hospitality offering, with an initial focus on events catering.

Delivery

- Work closely with the Operations Manager to plan for smooth delivery of hires.
- Show leadership and ensure effective briefing of the venue hire coordinator and wider team.
- Oversee the venue hire coordinator's output in managing the booking and payments process.
- Lead the planning and delivery of specific events as required.

Other duties

- Acting generally as a representative and ambassador of The Horton.
- Abide by The Horton's policies and procedures
- Uphold The Horton's values of tolerance, including everyone, and welcome diversity.

- Work with The Horton team to ensure an excellent experience for all visitors.
- Attend personal development and training, as required.
- Undertake any other duties as reasonably required.

Essential Requirements

- At least 2 years' experience in venue hire/hospitality sales/corporate events/business management
- Exceptional organisational skills
- Strong knowledge of the area (Epsom and the wider Surrey/South East region)
- Experience in the planning and delivery of client events
- Excellent communication, negotiation and relationship-building skills
- Good understanding of finance and specifically costings
- A creative and proactive approach to driving new business
- Proven ability to meet and exceed sales targets

Desirable

- A driving licence and access to your own vehicle (mileage expenses will be paid)
- Experience working in a cultural venue.

If a DBS clearance is not currently held, then you may be required to undertake a DBS check. All applicants must be eligible to live and work in the UK.

How to Apply

To apply, please email a full up-to-date CV and attach a Cover Letter as a separate document setting out how you meet the requirements of this job, and your interest in it.

For administrative purposes, your CV and cover letter document should both identify you in the file name. The subject line in your email should be '*Application - Commercial Lead.*'
Email applications to: hr@thehortonepsom.org

Closing date: Sunday 8th March 2026

Supported by the National Lottery Heritage Fund

