

## **HEAD OF SALES AND MARKETING BODY WORLDS London**

**Reports to:** General Manager and CMO  
**Preferred start:** ASAP

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### **About BODY WORLDS**

Discover the beauty beneath your skin at the brand-new and interactive BODY WORLDS Museum Experience. The original display of real human bodies has a permanent home in the heart of the city at the iconic London Pavilion, 1 Piccadilly Circus.

Dr. Gunther von Hagens' renowned exhibition of real human bodies has sparked curiosity and awe around the world with over 47 million visitors globally. Over 200 anatomical specimens reveal the magic and mysteries that lie underneath the skin using a wide-range of insights into our body and mind, showing the effect lifestyle choices have on our health. Expect a unique, enthralling journey through the human body, described by many as 'emotional', 'extraordinary' and even 'life-changing'. A world-class Museum Experience for all ages, visit BODY WORLDS to understand what it means to be human.

### **Scope of the Role**

The Head of Sales & Marketing is responsible for the development and implementation of the Sales & Marketing Strategy, to deliver on targets for volume, revenue and profitability, as determined in the overall marketing and attraction/brand strategy. A strong commercial mind for maximizing and driving incremental revenue through both existing and sourcing and developing new sales and marketing opportunities. The role is responsible for development and execution of the digital marketing and events strategy, to deliver on the targets for online ticket sales, increase reach of digital channels, growth in visitor database and increase of brand awareness.

The Head of Sales & Marketing will be communicating between venue, office, sponsors/partners and the external marketing suppliers; marketing agency (media buying, campaign strategy, SEM, partnerships, etc), PR agency (press communications, public relations, editorials, crisis communications, etc) and the travel trade/tourism marketing agency (trade shows, tourism and travel media buying, etc) - ensuring all channels are communicating the same message.

## **Qualifications & Experience**

- Degree in Marketing/Sales or a related discipline or equivalent experience.
- Strong experience, of which at least 3 years must be at management level in an advertisement/marketing environment, preferably within an international brand.
- Proactive, creative and hands-on, not a 9-to-5 mentality.
- A good negotiator for getting maximum returns on investment and exposure.
- Excellent English communication skills (verbal and in writing)
- Excellent management and interpersonal skills.
- Attention to detail and immaculate accuracy with proof reading.
- Proven ability to work on multiple projects simultaneously and multi task as necessary to meet a deadline.
- Great organization skills, detail oriented and self-starter.
- Experience in managing PPC/SEO, affiliate programmes, email marketing, social media, website CMS's, databases, etc.

## **Key Duties & Objectives**

- Implement our sales and marketing strategy
  - Plan and direct day to day operation of the sales & marketing function to ensure maximum revenue and profitability
  - Perform day to day sales activity
  - Devise and execute sales and marketing promotional campaigns through all media, evaluating and reporting on marketing campaigns ROI
  - Report weekly on performance and general activity
  - Manage online marketing and brand website through content development and continually driving customers direct to this sale channel
  - Identify key competition and carry out regular competitor analysis
  - Assisting in the preparation of annual sales and marketing plan
  - Following all trends and developments within the field of digital media, online marketing, social media, influencer marketing, SEM, the newest tools and rules
  - And always being ahead of the curve...
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