

Job title Head of Sales and Marketing (Corporate Events)

Reports to Commercial Director

Job Purpose

The Head of Sales and Marketing (Corporate Events) will lead the growth, profitability, and reputation of Eton College's corporate events business, including Dorney Lake. This senior role is responsible for developing and delivering a commercially driven sales and marketing strategy, ensuring a high-quality client experience, and positioning Eton's venues as premium destinations for corporate and private events.

In addition to strategy and business development, this role will carry a hands-on operational element, supporting event delivery to ensure smooth execution until the business is fully established and resourced. The role requires sensitivity to operating within a live school environment, balancing commercial activity with the operational, safeguarding, and reputational priorities of the College.

The role sits within the Commercial Department at Eton College which plays a vital role in supporting the College's mission by generating income through a diverse and growing portfolio of activities. We work creatively and strategically to maximise the value of Eton's unique heritage, spaces, and reputation. This is an ambitious, entrepreneurial team that thrives on identifying new opportunities and delivering innovative commercial initiatives. We are committed to protecting the College's values and history while embracing fresh ideas and modern commercial thinking. The projects we undertake are designed to deliver financial return and enhance Eton's profile, or strengthen its community connections, and support its long-term future.

Key Responsibilities

Sales and Business Development

- Develop and implement a proactive corporate events sales strategy to achieve commercial targets and growth ambitions.
- Identify and secure new business opportunities through targeted outreach, networking, partnerships, and industry events.
- Manage the full sales pipeline from lead generation to contract completion.
- Ensure all College event spaces are scheduled in line with operational requirements and safeguarding protocols.
- Build and maintain strong relationships with clients, agencies, and partners to encourage repeat business and long-term partnerships.

Marketing and Brand Management

- Lead marketing and promotional activity for the events portfolio.
- Work closely with the College's communications and marketing teams to ensure alignment with brand values.

Last Updated: October 2025

This role profile highlights the key tasks and responsibilities of the role, it is not designed to be an exhaustive list of duties. Roles naturally change and develop over time and it is expected that incumbents will perform tasks which are not included within their role profiles.

- Commission and manage marketing assets, including photography, digital content, and sales materials.

Financial Management and Forecasting

- Take full responsibility for the corporate events budget.
- Lead revenue and cost forecasting, monitoring profitability, and identifying efficiencies and growth opportunities.
- Set and report on KPIs for sales and events performance.

Operational Delivery

- Take a hands-on role in delivering corporate events, ensuring seamless execution and excellent client experience.
- Coordinate with operations, catering, security, and facilities teams to deliver events on time and to high standards.
- Support the development of scalable processes and systems to underpin future growth.
- Act as senior point of contact during live events where required.

Leadership and Team Development

- Line manage and develop the Event Sales team, ensuring team and individual targets are met.
- Foster a client-focused, high-performance culture within the sales and events team.
- Recruit, train, and mentor new staff as the business grows.

Cross-Departmental Collaboration

- Work closely with operational leads across Dorney Lake, catering, cleaning, and security teams to coordinate event delivery.
- Ensure commercial activity complements operational, safeguarding, and reputational priorities of the College.
- Contribute as a senior member of the leadership team for commercial operations.

Risk Management and Compliance

- Conduct due diligence on prospective clients, ensuring alignment with College values and risk appetite.
- Ensure all events are scheduled appropriately and safeguarding requirements are met.

Compliance, Safeguarding, and Health & Safety

- Maintain accurate visitor records
- Ensure health and safety regulations are followed at all times, reporting any incidents or issues promptly.

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- Develop a good understanding of safeguarding procedures, given all positions at Eton are classed as 'regulated activity'.
- Demonstrate a commitment to safeguarding and promoting the welfare of children. This includes but is not limited to completing safeguarding training as required, complying with all safeguarding procedures and ensuring any safeguarding updates issued by the College are read and understood.
- Understand and comply with procedures and legislation relating to confidentiality.
- Display a commitment to and promotion of equality, diversity and inclusion.

Skills and Competencies Required

To be successful in this role, you will need:

- Proven track record in leading successful corporate venue sales and marketing activity;
- Strong financial acumen with experience of budget management, revenue forecasting and P&L reporting;
- Excellent business development and client relationship skills, with an ability to secure new business and manage key accounts;
- Experience of managing and developing a high-performing sales team;
- Solid understanding of marketing strategy, campaign management and brand positioning;
- Hands-on operational experience delivering events in premium or complex venues;
- Strong organisational and project management skills;
- Excellent verbal and written communication skills;
- Proficient in using the Microsoft Office suite (Word, Excel, Powerpoint) and Outlook;
- Own transport and valid UK driving license;
- Good working knowledge of the UK corporate events, hospitality and premium venue market (desirable).
- Familiarity within a heritage, educational or multi-stakeholder environment (desirable);

You may enjoy this role if:

- You are commercially driven and result orientated;
- You are confident, proactive and enjoy working autonomously;
- You're a great communicator and you enjoy engaging with a variety of different people;
- You can be sensitive to operating within a school environment with multiple stakeholders.

Working Pattern

- Full time, Permanent contract;
- 40 hours per week, 52 weeks per year;
- Monday – Friday, 8am - 5pm;
- Some weekend and evening work may be required, any time worked over your contracted hours would be given back as time off in lieu.

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ROLE PROFILE

Disclosure Checks

Eton College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form. Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as “spent” under the Act) must be declared, subject to the DBS filtering rules. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College.

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