



Royal West of England Academy

EVENTS MANAGER

- HOURS:** 18.75 per week, with out of hours and weekend work paid
- SALARY:** £23,000 pro rata
Please note: this is a 6 month fixed term contract.
- RESPONSIBLE TO:** Head of Development
- RESPONSIBILITIES:** Management and delivery of hires to maximise income generation from usage of the building and coordination of RWA fundraising and social events.

DUTIES & RESPONSIBILITIES

Venue Hire

- Respond to Venue Hire enquiries
- Coordinate with internal departments to ensure the event can be hosted in line with the Gallery's programme
- To prepare event contracts for the client and ensure all event specifications are compliant with the Gallery's ethos and Terms and Conditions
- Lead site visits as required, talking through what the Gallery can offer, in liaison with catering and other external suppliers
- Issue event quotes for hires
- Liaise with the Operations department, Front of House and any other relevant departments to deliver the event.
- Ensure all relevant event confirmation paperwork is completed
- Ensure the client is invoiced accurately and promptly and that financial information is properly recorded
- Be in attendance at the majority of events or, if not in attendance, ensure adequate and suitable staff cover for events, including training and briefing FOH staff as necessary
- Take responsibility for the attendees and building during out of hours events and have a practical knowledge of Health and Safety and emergency procedures
- Write Risk Assessment for each event

Sales & Income generation

- Research and generate potential Venue Hire clients

RWA

- Promote the venue to attract new clients and maintain relationships with existing clients
- Support the Head of Development in managing long-term client relationships with sponsors and Corporate Members
- Responsible for delivering against venue hire income targets
- Proactively contact potential clients and convert into sales
- To represent the Gallery at public events and networking events with a view to increasing the Gallery's reputation as a venue

Administration

- Ensure all prospects, clients and supplier contacts are recorded and managed
- Liaise with the Exhibitions team regarding the layout and allowances in each gallery space during each show
- Work with the Marketing Manager to keep the venue hire webpages up-to-date and support production of new print materials as appropriate
- Record enquiries received, conversion rates and turn aways
- Assist in the recruitment of Events staff

Internal Events

- To plan and deliver assigned regular RWA events including Private Views with support from other relevant departments
- To manage the delivery of RWA fundraising and donor development events

Other

- Any other duties as reasonably required by the Director and/or Trustees.

RWA



EVENTS MANAGER Person Specification

EXPERIENCE	Essential/ Desirable
Experience of the planning and execution of public events	Essential
Demonstrable experience of project management and working under pressure	Essential
Experience of working in a customer service, catering and/or hospitality environment	Essential
Experience of building and managing relationships in a corporate environment	Desirable
Experience of generating new business in a sales or corporate fundraising environment, or experience of working in arts development.	Desirable
Some line-management experience	Desirable
Some experience of budget management and invoicing	Desirable
Some experience of managing volunteers	Desirable
COMPETENCIES	Essential/ Desirable
Excellent Communication Skills in the English language – oral	Essential
Good Communication Skills in the English language – written	Essential
Negotiation Skills	Essential
IT Literacy (MS Office/Outlook)	Essential
Customer Care	Essential
Project Management	Essential
Motivating contacts	Essential
People Management and Development	Essential
Time Management and Personal Organisation	Essential
KNOWLEDGE	Essential/ Desirable
A basic understanding of Health & Safety and Licencing laws relating to public events and licenced entertainment	Essential
Some knowledge and understanding of the visual arts	Essential
Understanding of marketing principles	Desirable
QUALIFICATION/OTHER REQUIREMENTS	Essential/ Desirable
Willingness to work long and unsociable hours	Essential
Flexibility with regards to working hours, with the ability to work during evenings and/or weekends as required	Essential
A passion for the arts and culture	Desirable