



JOB DESCRIPTION.

JOB TITLE	Commercial Events Manager
REPORTS TO	Co-Director of Development
DEPARTMENT	Development

BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare accessible for all.

Shakespeare's Globe is an educational charity administered by the Shakespeare Globe Trust. Shakespeare's Globe receives no annual subsidy from the Arts Council for our core artistic and educational work or for current capital projects. The Development department therefore must seek new sources of non-core funds and resources to support all the activities and capital projects for Shakespeare's Globe. The department is also responsible for initiating and developing short and long-term strategies and plans to secure funding projects that meet and develop the objectives of Shakespeare's Globe and to engage the wider organisation with the importance of fundraising to secure a long term and sustainable future.

PURPOSE OF JOB

- Responsible for driving sales and high-quality delivery of commercial events.
- Manage the successful operational delivery of a year-round programme of income generating commercial events for Shakespeare's Globe.
- Lead on new revenue streams from bespoke events opportunities.
- Assist in the development and delivery of the strategy for income growth from events to deliver targets.

PRINCIPAL RESPONSIBILITIES

- Proactively contribute to delivering the annual events income and profit targets.
- Manage a portfolio of commercial events with the aim to generate revenue in support of the Development Strategy.
- First point of contact for all commercial event enquiries.
- Work closely with the Corporate Partnerships Manager to identify prospects to drive income generation from corporate revenue streams and upgrade event clients to corporate members or sponsors.
- Regularly report on the implementation of the strategy for income growth from commercial events with the Chief Finance and Operating Officer and Co-Director of Development
- Liaise with the Swan and external suppliers to create attractive packages and build a good relationship with the Swan team to cross market opportunities.
- Lead on the implementation of the commercial events marketing strategy.
- Establish, maintain, develop, and promote relationships with venue finding organisations, corporate clients and brand agencies.
- Effectively manage and cultivate relationships with existing and prospective clients to provide excellent customer experience encouraging new and repeat business.

- Manage site visits for clients, showcasing the venue spaces and services to maximise conversion to sales, and ensure upselling and cross marketing to promote the Globe's programmes to clients.
- Event management including internal administrative processes for risk assessments; booking procedures and diary management; event briefings; contracts, invoices, and post-event evaluation.
- Play an active role in managing Artifax (space management system), ensuring the use of venue spaces is maximised to successfully deliver external venue hire alongside the Globe's programming and charitable objectives.
- Advise and support the Development team on events.
- Keep all internal staff informed of forthcoming events and their potential impact on the Globe's operation, in particular liaising with Visitor Experience and Operations teams to plan and deliver smooth running events in line with current Health and Safety legislation.
- Ensure that all contractual, technical, and logistical requirements for events are met.
- Manage client feedback, reviewing with relevant colleagues to promptly address and resolve issues to improve service quality.
- Review internal administrative processes and logistical operations for all events, identify opportunities to streamline procedures and improve efficiency.
- Manage events income and expenditure budgets, ensuring financial records are maintained to enable accurate reporting and analysis of activity against budget on a regular basis.
- Maintain accurate records for all events on Tessitura in compliance with GDPR, including bookings, financial records, client and prospect information.
- Support the wider Development team in fundraising with tasks as required.

PERSON SPECIFICATION

Essential

- Proven experience of events management including demonstrable event sales, operations and marketing experience.
- Experience of managing multiple events simultaneously with the ability to prioritise and work under pressure.
- A proactive and solutions focused approach.
- Strong organisational skills with attention to detail.
- The ability to work under own initiative as well as effectively as part of a team.
- Experience of working to achieve financial sales targets.
- Experience of new business development and creating appropriate marketing materials.
- Excellent inter-personal and verbal/written communication skills with a well-developed sense of tact and diplomacy.
- Strong client management skills and customer service focused approach.
- The ability to build strong working relationships and open communication with colleagues cross-organisationally, suppliers and clients at a senior level.
- Proven experience of databases, and excellent IT skills with a familiarity of all major MS Windows-based software packages.
- A commitment to working within a creative arts/education environment.
- Flexibility to work evenings and some weekends.

RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

Permanent / Full time

[A full set of terms and conditions will be supplied with a contract of employment]

Hours: 35 hours per week exclusive of lunch breaks. Additional hours at evenings and weekends will be required for which time in lieu may be granted. There are no extra payments for additional hours worked. A flexible approach to work, with the ability to work outside standard hours as required is essential.

Salary: £36,000 per annum

Holiday: The annual holiday leave is 25 days per calendar year plus Bank Holidays.

Benefits: Discount in the Globe shop and onsite restaurants/cafes; free entry to Shakespeare's Globe Tour and to selected Education events; access to our free employee assistance programme via phone line and website; season ticket loans available; eye test scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes. As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.