

**Events Manager – Burlington Gardens
Development Department
Salary up to £29,000 per annum, pro rata
Temporary role – 12 months**

The Royal Academy of Arts is one of the UK's leading arts institutions, dedicated to the making, exhibiting and debating of art. We now have an exciting opportunity to be part of the Events Team.

The Events Team organise a very busy programme throughout the year of over 200 fundraising, internal and corporate events. This role is responsible for planning and management of events in our Burlington Gardens building, predominately for corporate clients, fashion brands and private hire, delivering to a high standard within budget, and achieving maximum income.

You will possess strong event organisation experience, ideally within a venue environment as well as significant new business experience, and strong skills in sales and marketing, being able to generate commercial opportunities.

Resourceful, energetic and well presented, you will be supremely organised, with razor sharp attention to detail. Most importantly you will demonstrate a warm, friendly and engaging manner. A strong team player, you will have a flexible approach to working extended hours to cover breakfast, evening events and weekends.

The work will entail a significant amount of self-administration, answering enquiries about events, managing mailings, and conducting site visits to secure new business. . You will need strong interpersonal and IT skills, and be able to demonstrate a genuine interest in the visual arts.

You must fill in an application form to apply for this role. Please see the 'How to apply' section of our website <http://www.royalacademy.org.uk/careers-at-the-ra>

**Closing date for applications: 30 April 2014
Interviews will be held: 9 May 2014**

JOB DESCRIPTION

JOB TITLE: Events Manager, Burlington Gardens
DEPARTMENT: Events Team, Development

MAIN OBJECTIVES

- To market, sell, plan and deliver a portfolio of events to achieve maximum potential income as part of the Burlington Gardens Business Plan
- To meet agreed targets for generating events income in Burlington Gardens, and keep within agreed budgets for expenditure, arising from external hire
- To promote Burlington Gardens as a venue for commercial hire, aiming to sell 100% of available dates
- To work strategically with the Head of Events to identify new business, marketing and hire opportunities
- To contribute to events policy development, consultation and communication and to contribute to strategic planning for the Events Department
- To ensure events are managed to a standard commensurate with the standing of the Academy and its reputation

MAIN DUTIES

1. Take responsibility for all enquiries about the commercial hire of Burlington Gardens. Inform clients about hire opportunities, aiming to sell 100% of available dates
2. Contribute to delivery of the Business Plan for Burlington Gardens
3. Work with the Head of Events to identify and cultivate potential clients and take a proactive role in forming good working relationships with external hire clients, corporate members, prospects, private individuals, charities, agents and consultants through regular meetings, presentations and general networking
4. Manage the commercial lets budget for income and expenditure for Burlington Gardens including reforecasting as required. Seek quotes and castings as necessary and works closely with the Finance Department on the invoicing process
5. Work closely with the Head of Events to target, drive and develop new events business

6. Carry out regular competitor analysis. Network among other event professionals, venues and charities to keep fully abreast of the events market place and competition
7. Market Burlington Gardens as appropriate as a venue available for commercial and private hire
8. Write letters of confirmation; raise and send invoices promptly for each commercial event
9. Organise and arrange each event within portfolio against set targets and objectives
10. Devise timetables, schedules and summaries for each event, as required
11. Attend meetings as requested, generates statistical information as necessary
12. Share information with the Senior Corporate Events Manager and Project Giving Team about potential companies to approach for corporate membership/sponsorship (cross selling)
13. Ensure all necessary site visits and supplier meetings, documentation, records and correspondence are maintained and undertaken project by project
14. Develop and maintain good working relationships with external suppliers/agents, establish high standards and resolve difficulties and problems as they arise. Oversee their work and product, co-ordinate the delivery and collection of equipment, security, lighting and furniture requirements in accordance with Academy requirements and regulations
15. Build and maintain contacts as well as a high level of communication and a smooth flow of information between other Academy departments, including Project Giving, Facilities, Security and the CEO & Secretary's Office
16. Ensure all event, client and prospect records are kept updated on Raiser's Edge database
17. Participate in regular team meetings, contributes to target setting and overall objectives
18. Ensure that Health & Safety policies, procedures and regulations are known, understood and complied with by yourself, your team and any contractors, suppliers and all others who work with the team
19. Undertake any other duty which may reasonably be allocated by the Head of Events or other senior officer

PERSON SPECIFICATION

EXPERIENCE

- Experience of event organisation and event co-ordination with commercial clients
- Existing event sales and marketing experience within the private and commercial sector
- Experience of working with event suppliers to generate new events business
- Experience of working within set budgets and meeting challenging income targets
- Experience of working within a historic (listed) building

SKILLS

- Strong project management and organisational skills with meticulous attention to detail
- Ability to co-ordinate many details, information, requirements to deadlines
- An effective networker, with a talent for identifying commercial opportunities
- Able to pre-empt problems, find solutions and plan in advance. Ability to respond quickly to challenges

KNOWLEDGE

- Excellent IT skills – preferably MS Office and Raiser's Edge database
- An interest in the visual arts

PERSONAL QUALITIES

- Strong commercial acumen, persuasive, with demonstrable negotiation skills
- Genuinely interested in people with first class people skills, able to build rapport and forge strong professional relationships
- Flexible approach to work, willing to regularly work outside office hours in order to cover morning, evening and weekend events
- Smart appearance and a confident manner