

## Events manager

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**Reports to: head of events**

**Department: development**

**Contract: permanent**

### Overview

The Design Museum is the world's leading museum devoted to contemporary design in every form. The museum reopened in a fantastic new building in Kensington in November 2016. The museum's Events department hosts a unique offering of events in this stunning new space, including conferences, award ceremonies, dinners, drinks receptions and screenings. Reporting to the Head of Events, the Events Manager is responsible for the successful delivery of the year-round programme of commercial hire and internal events for the Design Museum. The Events Manager will assist with developing and delivering a commercial hire strategy to deliver targets. They will also be responsible for the operational delivery of commercial events, internal events and for ensuring outstanding client services at all times.

The Events Manager will ensure that events are run as successfully and efficiently as possible – in line with current Health and Safety legislation - to enhance the reputation of the museum as an events venue and maximise opportunities for repeat business. The Events Manager will liaise closely with colleagues including Visitor Experience, AV, Operations, Catering, Learning and Development to maximise the opportunity to generate income for the museum from all sources.

### Job description

#### Sales and Marketing (external venue hire)

- Proactively contribute to delivering the annual events income and profit targets.
- Work with the Head of Events to regularly review business development to ensure that the museum is maximizing opportunities and maintaining best practice at all times.
- Work with Head of Events to produce, maintain and develop sales and marketing strategies, materials and procedures designed to promote the Design Museum as a dynamic and contemporary events venue.
- Liaise closely with the fundraising team to identify prospects and upgrade event clients to corporate members or sponsors where possible.
- Work with the museum caterers and external suppliers to create seasonal and exhibition specific event packages.
- Keep the commercial hire pages on the Design Museum website and external promoter websites updated.
- Ensure an event client database is maintained within the CRM system.

- Establish, maintain, develop and promote relationships with venue finding organisations, corporate clients, the design and creative communities and the local community.
- Use knowledge of the Design Museum's programme, vision and values to project a positive representation of the museum whenever engaged in dialogue with external contacts.
- Manage site visits for clients, show casing the venue spaces and services to maximise conversion to sales.
- Ensure upselling and cross marketing is undertaken to promote other museum products and services to clients.

### **Event Management**

- Efficiently plan and deliver all commercial and internal events on behalf of the museum in conjunction with the Visitor Experience team as required.
- Manage the accredited suppliers' list together with the Head of Events including annual review of suppliers.
- Ensure that the Design Museum's standards of service and safety are maintained at all times by monitoring all supplier activity.
- Keep all museum staff informed of forthcoming events and their potential impact on the museum's operation.
- Ensure that all contractual, technical and logistical requirements for events are met, ensuring that the highest production and presentation standards are achieved for each client.
- Ensure the museum's equipment and facilities are well looked after and not removed from site during events.

### **Service, client and guest care**

- Effectively manage relationships with both clients and potential clients to provide a first class service and professional experience for the customer encouraging repeat business.
- Develop and maintain excellent, positive and progressive relationships and open communications with colleagues at all times.
- Ensure high-quality detailed pre-shift briefings are carried out before every event to improve product knowledge and service quality.
- Develop and implement a system of client review and evaluation with relevant colleagues and ensure any necessary follow-up action is taken.
- Ensure the quality and service delivery for internal events is on a par with external events, and supports the museum's funding commitments.
- Efficiently manage customer feedback, promptly addressing and resolving any issues.
- Act as an ambassador for the Museum at private views, cultivation events and other events.

### **Administration**

- Contribute to overseeing and reviewing the internal administrative processes for events including; risk assessments; booking

procedures; contracts and terms and conditions; invoices and post-event evaluation to streamline procedures and improve effectiveness of service.

- Ensure that all events information including event bookings, prospect information and financial records are fully updated on the CRM system.

### **Management of internal and external resources**

- Play an active role in managing the Design Museum Kensington events diary, ensuring the use of venue spaces is maximised to successfully deliver both external venue hire and internal events, in accordance with the relevant departmental plans and targets.
- Plan the use of resources including furniture, audio visual and IT, cleaning, catering and other supplies to ensure all events can be delivered to the agreed standard and budget.
- Liaise with other departments, eg Operations, IT and AV, Catering, to effectively deliver these resources to each event.
- Ensure external suppliers are effectively managed to deliver their SLAs.

### **Reporting, legal and financial management**

- Prepare weekly event sheets for team meetings and for circulation.
- Successfully negotiate venue sales and manage quotation and contract process, ensuring each event has a signed contract.
- Monitor sales and purchase order and invoicing process to ensure accurate financial management and reporting.
- Contribute to regular reporting on number of new external enquiries, number of show rounds, provisional bookings and confirmed bookings.

### **People management**

- Lead, motivate and develop direct reports to deliver high quality events. Lead by example to demonstrate and embed the museum's values within the team and the wider museum.
- Continual development of your direct reports, recognising success and addressing areas for development, supported by the annual appraisal process.
- Working with and supporting volunteers and ensuring their full integration into the museum.

### **Compliance**

- Ensure all events are planned within the scope of the Design Museum lease provisions.

### **Person specification**

#### **Knowledge, skills and experience**

- Educated to degree level with extensive experience in event management.

- Proven experience in a similar role including demonstrable event sales, operations and marketing experience.
- Highly motivated target driven individual with a demonstrable record of achieving sales and financial targets.
- Ability to work comfortably with a wide range of clients and contractors.
- Excellent customer care with the drive to exceed expectations.
- Excellent verbal and written skills with attention detail.
- Excellent interpersonal skills.
- Ability to think creatively and anticipate, negotiate and solve problems to ensure the successful running of all venue hire spaces.
- Excellent organisational and time management skills with the ability to work well under pressure and to tight deadlines.
- Ability to work comfortably with a wide range of clients and contractors at all levels.
- Excellent leadership, management and interpersonal skills.
- Excellent IT skills, including Outlook, Word and Excel.
- Enthusiasm for design.
- Commitment to the museum's values.

#### **Terms and Conditions**

**Salary: Up to £30,000 per annum, dependent on experience**

**Holidays: 25 days per annum**

**Hours: Full-time, 40 hours per week (flexible hours to meet the needs of the business, and will include early mornings, evenings, bank holidays and weekends as necessary).**

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

#### **Application process**

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to [applications@designmuseum.org](mailto:applications@designmuseum.org).

**Please quote Job Ref: EventsMan/2018 in the email subject header**

**Closing date for applications: Monday 26 February 2018 at 10.00am**

**Interviews: Wednesday 7 and Thursday 8 March 2018**

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates

regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

### **About the design Museum**

The Design Museum is building the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. For the Design Museum, design is a continually evolving subject which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

The museum recently relocated from its home in Shad Thames to the former Commonwealth Institute building in Kensington, West London. Leading designer John Pawson will convert the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

### **OUR MISSION, VISION AND VALUES**

#### **Our vision**

We want everyone to understand the value of design

#### **Our mission**

To create the most inspiring, exciting and engaging Design Museum in the world

#### **Our values**

**Welcoming** everyone to the museum and making them feel it's a place for them

**Collaborative** engaging with many partners to bring our vision to life

**Enterprising** working hard to make the museum a financial success and build a strong commercial reputation

**Provocative** challenging people to look and think afresh about design

**designmuseum.org**