

# **EVENTS MANAGER**

**Reports to: Senior Events Manager**

**Contract: Initial fixed term, 9 months**

## **Overview**

Manchester Art Gallery Events department hosts a unique offering of events in our Grade I listed buildings, from conferences and small meetings to weddings, dinners, drinks receptions and more. Reporting to the Senior Events Manager, the Events Manager is responsible for the successful delivery of the year-round programme of commercial hire events for Manchester Art Gallery.

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 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 gallery as an events venue and maximise opportunities for repeat business.

The Events Manager will liaise closely with colleagues including Visitor Services, Operations, Catering, Learning, Curatorial and Development to maximise the opportunity to generate income for the gallery from all sources.

## **Job description**

### **Event Management**

- Efficiently plan and deliver all commercial events on behalf of the gallery in conjunction with the Catering and Visitor Services teams as required.
- Manage the accredited suppliers' list together with the Senior Events Manager including annual review of suppliers.
- Ensure that the Manchester Art Gallery's standards of service and safety are maintained at all times by monitoring all supplier activity.
- Keep all gallery staff informed of forthcoming events and their potential impact on the gallery'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 gallery'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 gallery's funding commitments.
- Efficiently manage customer feedback, promptly addressing and resolving any issues.
- Act as an ambassador for the Gallery 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 Manchester Art Gallery 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, Catering, to effectively deliver these resources to each event.
- Ensure external suppliers are effectively managed to deliver their services.

#### 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.
- Ensure all events are planned within the scope of the Manchester City Council SLA provisions.

#### Sales and Marketing

- Proactively contribute to delivering the annual events income and profit targets.

- Work with the Senior Events Manager to regularly review business development to ensure that the gallery is maximising opportunities and maintaining best practice at all times.
- Work with Senior Events Manager to produce, maintain and develop sales and marketing strategies, materials and procedures designed to promote Manchester Art Gallery 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 internal caterers and external suppliers to create seasonal and exhibition specific event packages.
- Keep the commercial hire pages on the Manchester Art Gallery 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 Manchester Art Gallery's programme, vision and values to project a positive representation of the gallery 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 gallery products and services to clients.

### **Person specification**

- 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 art.
- Commitment to the gallery's values.

## **Terms and Conditions**

Salary: up to £26,000 per annum, dependent on experience

Holidays: 20 days per annum plus bank holidays

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)

### **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 [magtrading@manchester.gov.uk](mailto:magtrading@manchester.gov.uk).

Please quote Job Ref: EventsMan/2021 in the email subject header

Closing date for applications: Sunday 25 July at midnight

Interviews: Thursday 29 July and Friday 30 July

Due to the high volume of applications the gallery 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 days of the closing date then you can assume that you have not been successful on this occasion.

Manchester Art Gallery Trading Company Limited 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 Manchester Art Gallery**

Manchester Art Gallery is the original useful museum, initiated in 1823 by artists, as an educational institution to ensure that the city and all its people grow with creativity, imagination, health and productivity. The gallery is free and open to all people as a place of civic thinking and public imagination, it promotes art as a means to achieve social change.

It has been at the centre of city life for nearly 200 years, created as the Royal Manchester Institution for the Promotion of Literature, Science and the Arts and has been proudly part of Manchester City Council since 1882. The gallery is for and of the people of Manchester. Through its collections, displays and public programmes it works with all our constituents to ensure creativity, care and consideration infect all aspects of the way we live.

### **Manchester City Galleries**

Together, Manchester Art Gallery and Platt Hall, along with our conservation studios at Queens Park, make up Manchester City Galleries and we are part of Manchester City Council.

### The Manchester Museums and Galleries Partnership

We are also part of an innovative and uniquely Mancunian partnership with Whitworth Art Gallery and Manchester Museum, both part of the University of Manchester. We share funding, staff and expertise and collaborate to make something greater than its individual parts – a brilliant gallery and museum service for our city.

### Manchester Art Gallery Trading Company Limited

MAG Trading is the commercial company which operates the café and venue hire business on behalf of the Gallery and Manchester City Council. All profits from trading activity are gifted to the Gallery Trust to support the charitable work of Manchester Art Gallery.