



## JOB DESCRIPTION

### Events Manager (part-time – initial 1 year contract)

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**Responsible to:** Head of Operations

**Job purpose:** Develop and co-ordinate a successful and professional annual programme of functions, conferences and hospitality events which maximises the commercial opportunities available to South Hill Park Arts Centre.

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### **SOUTH HILL PARK ARTS CENTRE AND THEATRE**

Located in a beautiful eighteenth century Mansion house and grounds, South Hill Park is a unique and highly regarded arts centre and theatre, providing a rich mix of arts performances and activities. The venue is also the new official home for Bracknell Forest wedding ceremonies and offers a variety of opportunities for corporate or private events and hospitality such as wedding receptions, parties and conferencing. South Hill Park works in partnership with contract caterer Peas & Carrots Ltd to provide a quality in-house service. In 2019, the Mansion will open its newest function room, the Coach House a purpose built events space for all occasions.

A producing and presenting venue: music, theatre, comedy and dance, South Hill Park attracts leading professional producers, artists and local groups to form an annual performing arts programme augmented by our hugely popular in-house community productions. From life drawing classes to dance master classes, there is also an extensive range of workshops in almost everything artistic. The venue boasts two theatres, music and comedy cellar, recital room, craft workshops, three visual arts exhibition spaces and a cinema.

In the summer the grounds and buildings are taken over by a number of festivals and outdoor events – an opportunity to enjoy popular music, Shakespeare, and children's theatre in a beautifully restored, award-winning English garden. South Hill Park produces its own Christmas pantomime and large-scale in-house Easter, October and February productions.

South Hill Park is run by an independent trust registered as a charity and is part-funded by Bracknell Forest Borough Council and Bracknell Town Council, with project support from Arts Council England and a number of trusts and foundations.

South Hill Park is a creative and vibrant place to visit and work. The staff, Board of Trustees and visitors are fiercely proud of the work and activity that takes place in the Arts Centre and passionate about the role it plays within our community – **together we inspire and enrich lives.**

### **JOB DESCRIPTION – GENERAL**

The operations team consists of: Head of Operations; Operations Manager; Duty Managers; Events Manager; Maintenance Coordinator; Janitors; Cleaners and the Customer Experience Volunteers. Working in partnership with contract caterer Peas & Carrots Ltd, the Events Manager will grow commercial activity within the Mansion, Wilde Theatre and grounds from wedding ceremonies and receptions to corporate hires and private parties in order to meet ambitious annual targets.

## **MAIN DUTIES AND RESPONSIBILITIES**

- To facilitate and monitor the function, wedding reception, conference and business events market at South Hill Park Arts Centre in order to meet or exceed annual targets;
- To be the primary point of contact for all clients in relation to commercial non-arts events and hires;
- To manage the day to day administration for each event;
- To work with the operations team, Administrator and caterer to ensure each event runs smoothly and professionally and exceeds client expectation;
- To work closely with the South Hill Park marketing team and caterer, to promote the Arts Centre as a leading event venue in Berkshire.

## **JOB DESCRIPTION – SPECIFIC**

On behalf of South Hill Park, and liaison with Peas & Carrots Ltd, the Events Manager will:

### **Business Development**

- Pro-actively generate new and repeat business through a programme of events to meet or exceed annual targets and grow the client database;
- Develop new opportunities and revenue streams which can be delivered by the Arts Centre and contract caterer at a high standard;
- Develop a range of events throughout the year, such as: a craft fair; wedding fair; corporate events; dinner dances; parties; wedding receptions and wakes, making full use of the facilities and resources. This will be carried out in conjunction with the caterer, Bracknell Forest Registrars and the South Hill Park team;
- With the Head of Sales, Marketing and Communication create promotional activity and marketing campaigns for events as well as high standard marketing materials both in print and online which promote the hospitality business opportunities at South Hill Park;
- Explore and ensure the highest revenues are achieved from all available rooms/spaces; e.g. profitable outdoor experiences, using the Coach House for larger wedding parties;
- Understand the local competition in order to articulate South Hill Park's key USPs;
- Monitor customer trends and demands.

### **Event Management and Customer Service**

- Be the first point of contact for all client enquiries;
- Liaise with corporate and private clients, within guidelines set by the Executive Director and caterer;
- Develop a clear communication path between clients, South Hill Park team and caterer;
- Act as a front of house duty manager to support the operations team, especially for large-scale commercial events, such as wedding receptions and corporate conferences;
- Work closely with the operations team to ensure efficient room set up, access etc;
- Ensure that adequate products, equipment and materials are available to deliver the requirements of each client.

### **Finance, Governance and Administration**

- Effectively manage all income and expenditure within budgetary restraints;
- Work closely with the South Hill Park finance department on client invoicing;

- Keep up to date with changes in relevant legislation;
- Provide financial reports on a monthly basis covering all revenue streams, ensuring detailed information on all variances against budget;
- Develop an efficient system to ensure that all event records – paper and electronic - are up to date and accurate. Records include customer requirements, profiles and room bookings - and that all information is shared, as required, with the necessary departments.

### General

- Represent South Hill Park as an ambassador for the organisation at press nights, performances, meetings and events;
- Undertake any other duties as may be reasonably requested by the Head of Operations;
- Follow and adhere to all health and safety procedures and policy;
- Attend occasional staff meetings, training sessions and other events, which may take place outside normal working hours.

### Relationships

Maintain good professional relationships with:

- Staff, tutors, volunteers and members of the Board of South Hill Park;
- Bracknell Forest Borough registrars and the caterers who operate within the Mansion;
- The officers and members of Bracknell Forest Borough Council, Bracknell Town Council and Parish Councils;
- Relevant arts organisations, associations and professional bodies;
- All other individuals and organisations with whom South Hill Park seeks to work.

### PERSON SPECIFICATION

	Essential	Desirable
<b>Education</b>	<ul style="list-style-type: none"> <li>• A good level of education</li> </ul>	<ul style="list-style-type: none"> <li>• A' Level or FE equivalent, eg. event management, business or marketing</li> </ul>
<b>Skills, Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Experience in event management</li> <li>• Managerial experience</li> <li>• Managing budgets</li> <li>• Meeting/monitoring targets</li> <li>• Ability to see business potential and convert it into profit</li> <li>• Ability to close deals</li> <li>• Computer literate (Microsoft Office: word, excel, outlook and the internet)</li> <li>• Ability to communicate effectively using various media across a variety of people</li> </ul>	<ul style="list-style-type: none"> <li>• Working in a building facilities/ operations team</li> <li>• Working for other arts/leisure facilities</li> <li>• Supervising large scale events</li> <li>• Marketing experience</li> <li>• Experience in health and safety</li> <li>• Working for a events/catering company</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Proactive, professional, diplomatic and enthusiastic approach</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in the visual and performing arts</li> </ul>

	<ul style="list-style-type: none"> <li>• An entrepreneur</li> <li>• Results driven</li> <li>• A high focus for accuracy and attention to detail</li> <li>• Customer service orientation</li> <li>• Team player – works well with others</li> <li>• Calm under pressure</li> <li>• Well organised with good administration skills</li> <li>• Willingness to ‘muck in’</li> <li>• A resilient and robust nature</li> <li>• Able to attend evening and weekend events</li> </ul>	<ul style="list-style-type: none"> <li>• A clean driving licence and own car</li> </ul>
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## CONDITIONS OF EMPLOYMENT

**Salary:** £14,286 - £15,714 per annum (full time equivalent would be £20k to £22k).

**Normal hours:** 25 hours per week (excluding lunch breaks). Monday to Friday, five hours per day. Some evening and weekend work may be required for which time off in lieu will be given.

**Holiday:** 20 days paid annual leave in addition to public and Bank Holidays (pro rata).

**Pension:** Enrolment into South Hill Park’s workplace pension scheme.

This post carries a probationary period of two months, during which time the notice period required by either party is two weeks. Subsequent to a satisfactory review, the notice period is increased to two months.

## EQUAL OPPORTUNITIES

South Hill Park aims to be an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

## TO APPLY:

Please complete the application and equal opportunity forms and submit by **12 noon on Monday 21 January 2019**.

Interviews will be held w/c 28 January 2019.

Send completed applications to: Faye Tims, Administrator  
South Hill Park, Ringmead, Bracknell, RG12 7PA

Or email: [faye.tims@southhillpark.org.uk](mailto:faye.tims@southhillpark.org.uk)