Turner Contemporary

JOB DESCRIPTION

Job Title: Events and Sales Manager

Responsible to: Operations Manager – Visitor Services and Director of Leafi Catering

Responsible for: Venue Hire

Purpose of Job/Key objectives

Turner Contemporary's venue hire is operated through Turner Contemporary Enterprises and generates a vital commercial income to support our charitable objectives. The venue hire activity is supported by our catering providers Leafi.

The Events and Sales Manager has overall responsibility and accountability for the management of venue hire, working across the organisation to develop the venue hire offer which reflects Turner Contemporary's brand, our changing exhibition programme and which meets the needs of our diverse audience.

A creative individual with a passion for event management and sales, the Events and Sales Manager will have responsibility for implementing the venue hire strategy, setting, achieving and exceeding financial targets, developing and implementing marketing strategies which promote the venue hire offer to our key markets, taking bookings, developing key relationships and ensuring events are managed effectively by the Visitor Services team.

Apart from other staff within Leafi and the Visitor Services team, the main contacts of the job are: potential and existing corporate hospitality clients, potential wedding venue clients, individual event clients, and the marketing and development teams. All expenditure and new marketing activity will have to be agreed by both Turner Contemporary and Leafi.

Principal Duties/Tasks and responsibilities

Venue Hire Management

- Create a unique venue hire experience in line with Turner Contemporary's brand.
- Develop Turner Contemporary's venue hire strategy in line with colleagues at Turner Contemporary and Leafi, ensuring regular reviews and updates as required.
- Plan and implement a sales and marketing strategy for the venue hire function, working to clear targets.
- Manage the sales and booking of events including dealing with enquiries, following up with potential clients, meeting clients, and promoting offers.

- Manage the events booking/management system (Gamma) and record corporate, individual and wedding contact details in the Thankq data management system.

- Ensure venue hire events are delivered by the Visitor Services team and Leafi, by ensuring detailed event management schedules are prepared, and staff are briefed on client needs and staffing requirements.

- Maintain effective communication and working relationships with colleagues in order to ensure a joined up approach to the venue hire activity.

- Nurture and build relationships with current and potential corporate/private clients, conference agencies and corporate/private supporters.

- Work with colleagues on the development of the departments web-site as a tool for the marketing and promotion of the venue hire business and to ensure relevant information is reflected on the Leafi website.

- Support the work of Visitor Services staff in encouraging visitors to engage with our venue hire offer by attending visitor services monthly staff meetings to provide updates.

- Take reasonable care of the health and safety of self, other persons and resources whilst at work and in the course of service delivery, in accordance with the responsibilities placed upon the department under the Health and Safety at Work Act.

- To demonstrate knowledge of and commitment to Turner Contemporary Equal Opportunities Policies.

- Actively pursue own personal development and take full advantage of the training provided.

Finance

- Operate to annual venue hire income and expenditure budgets and targets

- Full responsibility for managing the venue hire trading budget and profit and loss account, monitoring performance against agreed Key Performance Indicators (KPI's)

- Analyse hire figures, interpret trends and forecast future hire volumes in order to maximise profits

- Maximise venue hire turnover and profit working to grow the business in order to support Turner Contemporary's ongoing financial viability

- Assist the Senior Management Team to identify potential income generation opportunities from alternative venue hire strategies to ensure the organisation's long-term financial viability

- Work with the Head of Development to ensure fundraising and business development activities are complementary and all potential income generation activities are exploited

- Ensure effective systems for bookings and invoicing are in place, reviewing and updating business processes as necessary

NB this job description is provided to assist the post holder to know their principal duties. It may be amended however from time to time in consultation with you, by or on behalf of the Director of Turner Contemporary without change to the level of responsibility appropriate to the grading of the post.

Person Specification

Specification	Essential	Desirable
Qualifications		
Educated to A-Level or equivalent professional qualification, or previous senior experience with accountability for the profitability and management of a venue hire operation	✓	
Skills:		
Proven relevant experience of generating income from venue hire within a museum, gallery environment.		✓
Experience of successfully planning and delivering corporate/private events.	✓	
Financial management skills, including formulating budgets, monitoring and control procedures.		✓
Excellent written communication skills for a variety of purposes including the preparation of reports, articles, minutes and plans using clear, unambiguous, persuasive language.	✓	
Excellent verbal communication skills in order to deliver persuasive and effective presentations, sales pitches, networking, negotiations, internal communications and relationship management.	✓	
Experience of having established and maintained efficient and effective project monitoring and evaluation systems.		✓
Ability to use email, Internet applications, MS Windows operating system, MS Office Package including	✓	
Awareness of Equal Opportunities Policies.	✓	
Behaviours/characteristics:		
Target driven with a proven sales ability	✓	
Ability to prioritise and plan workload efficiently, with a thorough and meticulous approach	✓	

A diplomatic person who is confident and effective at dealing with people at all levels inside and outside Turner Contemporary.	✓	
Articulate and persuasive speaker and writer.	✓	
Significant research and analytical skills.		✓
A co-operative team player and effective networker who fosters excellent internal and external partnerships and relationships.	✓	
Highly organised and self-motivated person who can efficiently and effectively manage a wide range of tasks and objectives.	✓	
Ability to work well under pressure and priorities tasks, as directed as well as using own initiative.	✓	
A 'service driven' and 'can do' attitude	✓	
Interest in the visual arts and understanding of the aims and objectives of Turner Contemporary	✓	
Personal commitment to continuous self-development.	✓	

Key conditions of service

Location:	**Turner Contemporary, Margate, Kent**
Company:	**Turner Contemporary Enterprises**
Hours:	**Part-time, 22.5 hrs per week, over 3 or 4 days**
Contract:	**6 months**
Salary:	**£25, 000 pro-rata**
Leave:	**25 days pro-rata**