



## **Job description: Venue Hire & Event Planning Manager**

### **Introduction and context**

Bishopsgate Institute is the delivery arm of the Bishopsgate Foundation, founded in 1894 for “the promotion of the education of the public”. We are a small, independent charity with our own extraordinary premises at the crossroads of the City, Spitalfields and the East End.

The charity is financially independent, relying on generating income from its venue hire activity, alongside rental income from its endowment. In addition to managing the venue hire side of our business, this role manages the planning and delivery of all activity in the building, both commercial hires and charitable programme.

This role reports in to the senior team. It is not a sales job and there is no commission structure, but it will require skills in closing deals and proactively sourcing and securing new venue hire business in the sectors in which the Institute can deliver high quality events. First priority for all our spaces remains with the Institute’s own programme as this is the charity’s purpose. We have a policy on the kinds of commercial hire we can accept, and those we cannot, and this role is required to uphold it.

Date of last review:	12 December 2019
Job Title:	Venue Hire & Event Planning Manager
Grade:	Manager
Salary:	Circa £31k
Hours:	35 hours over 7 days
Reporting to:	Head of Business Delivery

Line manages:	Venue Hire & Event Planners (2) Junior Venue Hire & Event Planner
Peers:	Programme Manager Special Collections & Archives Manager Interpretation Manager Library & Digital Archives Manager HR & Administration Manager Operations Manager Buildings Manager Digital Project Manager
Budget holder:	Yes
Probation:	6 months

### **Role purpose and key objectives:**

To manage the venue hire and event planning elements of our business to achieve or exceed income generation targets.

To manage the team that manages both commercial (venue hire) and charitable programme event planning, to deliver excellent events that generate positive feedback and repeat business through excellent customer service.

To source, recommend and secure appropriate new venue hire business respecting the Institute's core purpose and reputation, whilst ensuring that current and long-standing clients and audiences remain engaged.

Success will include maximising occupancy of hire spaces to generate income outside times required for the Institute's own programme and developing new business where appropriate. The priority for the spaces goes to the charitable programme which is the purpose of the charity. All commercial hires must conform to the Institute's policy.

The post holder will be accountable for achievement of annual venue hire targets and responsible for proposing, managing and reporting on those specific budget lines.

The post holder will also ensure the excellent planning of the Institute's own events and programme through cross-Institute working.

## **Principal duties, tasks and responsibilities**

### **Strategy**

- Directed by the senior team, to contribute to the development of, and implement, an appropriate and organisation-wide venue hire business development strategy to achieve business plan objectives, increase income and build a sustainable annual surplus without compromising the ethos or independence of the charity
- To report on progress of implementing the strategy, reviewing the success of pilot initiatives to inform further development of the strategy and plan.
- To advise the senior team on options, opportunities and threats as well as market comparisons and sector best practice, where relevant

### **Venue hire management**

- Achieve or exceed the agreed venue hire budget for the year (currently circa £600k) through appropriate bookings
- Maximise hire occupancy of agreed spaces outside times when required for the Institute's own programme, ensuring bookings are appropriate to our policy, the facilities and to the Institute's ethos
- Ensure a unique, high quality venue hire experience for each client in line with Bishopsgate Institute's brand
- By managing the Venue Hire & Event Planners, and in collaboration with the Duty Managers, ensure venue hire events are planned efficiently, on time and to budget by ensuring detailed event briefs and schedules are prepared, contracts issued and signed, staffing needs agreed and scheduled and all relevant staff briefed
- Manage the sales and booking of external events, ensuring proactive follow-up with potential clients, meeting with clients, account handling and relationship management
- Escalation point for Venue Hire & Event Planners if guidance required on whether a hire enquiry can be accommodated, or discounts offered, outside of predetermined parameters (final decision is Chief Executive's)
- Relationship management with external suppliers for events, such as caterers
- Ensure prompt contracting, invoicing, receipt of deposits and payment of invoices, with no booking going ahead if contractual payment has not been received by agreed date
- With the Campaigns team, plan and implement an agreed sales and marketing strategy for the venue hire function, working to clear targets and considering alternative strategies and markets (this includes recommendations for the Hire section of the Institute's website)
- Ensure all enquiries receive a prompt and professional response, and ensure all enquiries are logged and tracked

- Analyse types and sources of enquiry and produce reports and recommendations to the senior team (including information on those enquiries we could not accommodate)

### **Programme delivery**

- Managing the Venue Hire & Event Planners, and in collaboration with the Duty Managers, ensure the Bishopsgate Institute programme (events including, but not limited to, courses, library events, rehearsals, concerts and social dances) is planned efficiently, on time, to budget and to the highest standard by ensuring detailed event briefs and schedules are prepared, staffing needs agreed and scheduled, and all relevant staff briefed
- Managing the Venue Hire & Event Planners, and in collaboration with the Duty Managers, ensuring any and all catering needs for events (whether venue hire or the Institute's own programme) are planned and booked, and appropriate recharges to external clients are invoiced
- Relationship management with external suppliers for events, such as caterers
- Managing the Venue Hire & Event Planners, and in collaboration with the Programme Manager and Campaigns team, ensure the programme is uploaded to the room scheduling system (Rendezvous), box office system (Spektrix) and website to agreed deadlines, the marketing strategy agreed and implemented, sales monitored, and impact of pilot projects evaluated
- Managing the Junior Venue Hire & Event Planner to administer the Eleemosynary programme (pensioner scheme) and budget, including lunches and outings and the quarterly pension payment, ensuring no overspend

### **Business development**

- Working with Campaigns, to increase take-up of existing venue hire offer online and offline to achieve agreed targets (this will include identifying and recommending new and innovative ways to take our offer to market)
- Proactively identify appropriate new opportunities for appropriate venue hire income generation and make recommendations to the senior team
- Implement, monitor and evaluate agreed new business opportunities to achieve targets
- Make recommendations for competitive, market-appropriate pricing strategies across the venue hire offer, including potential packages (NB the Programme Manager leads on all programming, including any add-on archive workshops or other Institute-related content to be offered to venue hire clients)

### **Budget management, reporting and analysis**

- Achieve or exceed agreed venue hire budgets with delegated budget management responsibility, monitoring and reporting on performance against KPIs (Key Performance Indicators)
- Delegated budget management responsibility for the eleemosynary programme
- Contribute to the setting of those budgets through analysis, recommendations and scoped proposals
- Analyse venue hire figures, interpret trends and forecast future hire volumes in order to achieve increased income targets
- Ensure databases are managed, including enquiries log, sales records and pipeline development, and new information processed in an effective manner

**General requirements of the role:**

- Proactively collaborate with all staff to ensure the best possible levels of seamless service and quality to our customers
- Contribute to an improved level of organisational engagement through positive role modelling, communication and behaviour at all times
- Champion and epitomise the Institute's core competency behaviours
- Attend relevant training in order to fulfill the requirements of the job and undergo supervision and annual reviews
- Comply with and implement all organisational policies and procedures as required
- Work flexibly and responsibly to effectively manage workload and ensure the provision of a 7-day-per-week service to the public as required
- Dress and present yourself appropriately as the professional needs of the Institute require

This job description covers the current range of duties and will be reviewed from time to time. It is the Institute's aim to reach agreement on changes, but if agreement is not possible, the Institute reserves the right to change this job description.

## **Person specification**

### **1. Specialist area requirements: Venue Hire and Event Planning Manager**

- 1.1 A strong track record of success increasing venue hire income and business within a venue-based cultural charity, thereby balancing reputation, ethos and mission with sales and entrepreneurship
- 1.2 Demonstrable understanding of the relevant venue hire business landscape within London
- 1.3 A holistic approach to business development, with demonstrable skill in thinking creatively to develop appropriate strategies and plans to achieve agreed targets
- 1.4 Demonstrable skill in closing a deal and negotiation to achieve agreed objectives, and the ability to coach others to do so
- 1.5 An excellent understanding of and commitment to the Institute's charitable mission, ethos and programme, in order to develop appropriate business development recommendations
- 1.6 Demonstrable skill in matching pitches and proposals for business to the specifics of the physical infrastructure of the venue and its delivery capacity, as well as its policy
- 1.7 Excellent financial management skills, including formulating and monitoring budgets and implementing budgetary control procedures
- 1.8 Excellent people and performance management skills and a demonstrable commitment to professional and personal development
- 1.9 Excellent research, analysis, presentation and reporting skills
- 1.10 First class written and verbal communication skills in English and a proactive approach to internal communication.
- 1.11 Demonstrably collegiate and collaborative approach to working with internal and external partners and clients
- 1.12 Demonstrably strong event planning, production and coordination skills
- 1.13 Demonstrable skill in planning workload efficiently, with a thorough and meticulous approach

### **2. Grade-specific requirements: applicable to all Manager level posts**

- 2.1 Experience of and commitment to collaborating within and across teams to achieve goals. This includes as part of a Manager Team.

- 2.2 An understanding and appreciation of the importance of partnership working to support the achievement of the Foundation's vision, mission and strategy.
- 2.3 Ability to manage day to day duties and activities proactively to ensure that tasks are achieved effectively, efficiently and to a high standard of quality.
- 2.4 Ability to assert authority and retain accountability for the areas under your remit, motivating and leading others to deliver performance.
- 2.5 Experience and awareness of good practice and effective approaches to planning and delivery requirements. This includes being able to assess where priorities conflict or resources are too thinly stretched and to propose solutions.
- 2.6 Demonstrable skills in working flexibly, trouble shooting and excellent customer service skills, both within the wider team and with our customers and visitors.
- 2.7 Experience of working within the arts and culture sector, including adult education, and/or a visitor attraction or understanding of our role in these arenas and its impact on the different areas of our work
- 2.8 A passion for the mission and ethos of the Institute and its work, and the ability to advocate for that within and beyond the Institute.

## Bishopsgate Institute – Competency Framework

At Bishopsgate Institute we are introducing a competency-based approach to staff recruitment, performance review and development. The Framework will underpin the culture of the organisation and add to what we do to enable us to reach our potential both as individuals and as an organisation.

How we are managed and manage each other using the competencies will become clear and both managers and staff will have support and training to implement them once the new structure is in place.

Until then, they are in place to support the redeployment/recruitment to all roles in the new structure. The selection process we use will be designed to test each applicant's skills, expertise, knowledge and their ability to demonstrate how they meet the competency framework.

All competencies apply to **all** roles:

<b><u>Performance</u></b>	<b><u>Insight</u></b>	<b><u>Engagement &amp; Inspiring Others</u></b>
<ul style="list-style-type: none"><li>• Accountability</li><li>• Delivering Performance</li><li>• Alignment &amp; Planning</li><li>• Learning &amp; Change</li></ul>	<ul style="list-style-type: none"><li>• Breadth of Perspective</li><li>• Making Effective Judgements</li><li>• Applying Specialist Knowledge</li><li>• Customer &amp; Audience Awareness</li></ul>	<ul style="list-style-type: none"><li>• Working Collaboratively</li><li>• Communicating &amp; Influencing</li><li>• Empowering Leadership</li></ul>

There are different levels within each that apply to each grade or level of role in the organisation:

- Assistants, Administrators, Officers – *all non-management level staff.*
- Line Managers/ Specialists – *all staff that line manage one or more members of staff or are defined in their job role as a 'Specialist'.*
- Senior Managers/Specialists – *the Chief Executive, Heads and Senior Specialists.*

The competencies relate to certain key abilities that we should be able to demonstrate in the way we carry out our jobs. While objectives are concerned with ***what*** we achieve in terms of tangible results or 'outputs' and 'outcomes', these competencies look more at ***how*** we carry out our



work - for example how much initiative we demonstrate; how well we work with others; how good our communication skills are; how well we organise our work.

Most of the core competencies could relate to a person doing any job of a comparable level/grade, regardless of the particular functional or technical expertise and skill that is required.

Although no-one is expected to demonstrate the competencies that do not apply to their job, staff will need to think laterally and creatively about whether they apply. For example, if your role is to support other staff in the organisation, you may not feel that you directly support the public. However, if you think hard enough you will likely be able to see that by supporting your colleagues in other departments you indirectly do support the public and what you do in that regard is very important.