

INSTITUTE OF CONTEMPORARY ARTS (ICA)

JOB DESCRIPTION

Job Title:	Events Sales Manager
Reporting to:	Director of Operations and Visitor Service
Department:	Events
Contract:	Permanent, Full time (including occasional evening and weekend work as required)
Salary:	Competitive; depending on experience and including bonus arrangement (please state your current salary and your salary expectations in your application)
Line Management:	2 x Events Coordinators

We encourage applications from all backgrounds, communities and industries, and we are committed to having a team that is made up of diverse skills, experiences and abilities. We particularly encourage applications from disabled people and people from black, Asian and minority ethnic backgrounds, as these groups are currently under-represented in the cultural sector. We are committed to equality and diversity within our workforce and all opportunities provided by the ICA.

Whilst some of our offices have barriers to access, we are taking steps to resolve these, and in the meantime continue to encourage interest from applicants who require reasonable adjustments within the workplace.

PURPOSE OF THE POST

The Events Sales Manager works to maximise income for the ICA from venue hire by pro-actively generating clients and ensuring events are professionally managed. This is a sales role with responsibilities including the development of an Events strategy and repeat events business while maximising income generating opportunities for the ICA. This role also leads on the marketing and PR activities to grow the ICA's venue hire business. Income targets for this role are currently in the range of £525k – £650k but these will be revised with a view to increase the targets in discussion with the appointed candidate.

KEY TASKS AND RESPONSIBILITIES

Strategy

- Lead on the development and implementation of corporate and private events at the ICA and to plan and oversee the use of the spaces.
- Work in collaboration with the Development Manager (Individual Giving and Corporates) to develop a Corporate membership scheme.
- Work with the Development and Communications team to raise awareness of the ICA spaces and increase usage by supporters and ICA audiences.

- Lead on marketing and PR activities for the venue hire business, making sure all branding and materials are in line with the ICA strategy.
- Lead on the income, expenditure and the overall venue hire budget.

Relationship Management and Event Delivery

- Maintain and develop relationships with the clients and venue partners.
- Ensure a high standard of event management for all clients, including the liaison with ICA technical/maintenance/catering departments where appropriate.
- Answer and proactively follow up all enquiries about possible hires.
- Arrange site visits for potential clients to sell them the range of facilities and to negotiate charges with clients in such a way as to maximise earnings.
- Carry out administrative tasks such as the issuing of contracts and invoices to all hirers and in liaison with the Finance department ensure that payment is received to schedule.
- Work with the operations and technical teams in Ensuring that building management and licencing requirements are adhered to at all times during the delivery of events
- Monitor the physical and technical aspects of the ICA spaces and report any problems to the Operations and Visitor Services Managers or Technical department.
- Work closely with Arnold & Henderson staff and broker the catering and production arrangements for private and ICA events

ICA Events

- Lead on organising room and staffing requirements for ICA sponsors, university partners and other parties with whom the ICA has a commercial agreement which includes complimentary or discounted venue hire, working with information provided by the Curatorial, Development and Operations Teams
- Work with the Development Team on the planning and delivery of major ICA functions and with programme directors on internal ICA events.

Line Management

- Line manage two Events Coordinators including managing their flexible working patterns
- Manage the Front of House Staff who may be working at the event on the day and to ensure that they are fully briefed so that the event runs successfully and that they adhere to the ICA's standards and procedures including public health and safety.

General

- Ensure full records are kept for monitoring and planning purposes and that the Event's team's activity is GDPR compliant
- Maintain a database of all hires clients or potential clients that can be used for marketing, development and information purposes.
- Attend events, when required, and be responsible for the smooth running of the event on the day.
- Work with the Development Team on the planning of major ICA functions and with programme directors on internal ICA events.
- Undertake other duties which may reasonably be required.

PERSON SPECIFICATION

Essential Criteria

- Extensive experience of sales, events management and client relationship management ideally in an arts/cultural environment
- Experience of managing a wide range of events with both private (celebrations and personal events) and corporate clients (conferences, dinners and receptions)
- Proven, successful experience of managing both high profile clients and those with limited resources
- Exceptional communication skills
- Previous experience of managing budgets and achieving ambitious income targets
- Excellent interpersonal, negotiation and presentation skills
- Experience of working with building management systems and relationship databases to maximise opportunities
- Knowledge of working with caterers and an established network of suppliers relevant to events – lighting, sound, AV, florists etc
- Flexible and proactive
- The ability to prioritise and work to tight deadlines within a busy office environment

Desirable Criteria

- A keen interest in the contemporary arts
- Experienced in PR and marketing for events

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post, Department and the ICA.

Job descriptions are reviewed regularly and at least prior to the annual appraisal, if applicable to ensure they are an accurate representation of the post.