

## INSTITUTE OF CONTEMPORARY ARTS (ICA): JOB DESCRIPTION

Job Title: Commercial Events Coordinator

Reporting to: Events Manager

Location: London

Department: Commercial

Contract: Permanent, Full-Time

Working hours: 40 hours per week across 7 days as agreed with the Events Manager. You will be part of a small team who takes turns supervising events, and flexible and fair working patterns will be agreed depending on the needs of the business.

So while your usual office hours will be 10am – 6pm Monday to Friday, regular evening, early morning and weekend work will be required, occasionally at short notice depending on when events are booked, as is common in the Events industry.

---

*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 Commercial Events Coordinator role is a fantastic opportunity for an ambitious, resourceful and imaginative events professional to work within a close-knit Events Team. The main responsibility of this role is to maximize income for the ICA from venue hire by proactively generating clients alongside the Events Manager, and to take responsibility for the day-to-day delivery of events and their administration. You will assist with the development of repeat events business for the ICA through professional event management and providing exemplary customer service.

### KEY TASKS AND RESPONSIBILITIES

- To coordinate corporate (e.g. business, fashion, filming) and private hire e.g. weddings, parties) events at the ICA (c. 2 – 3 events per week)
- To be commercially savvy and a strong salesperson and negotiator in order to meet ambitious income targets

- To respond to incoming enquiries by telephone or email and arrange site visits with potential clients to demonstrate the facilities
- To manage event scheduling using Artifax
- To carry out administrative tasks such as issuing of contracts and invoices to clients and ensuring prompt payment
- To communicate with clients and their guests to ensure expectations are managed and met
- To ensure all events are delivered to the highest possible standard, and on a personal level demonstrate exemplary customer service to clients to make them feel very welcome and valued
- To check and maintain events spaces where necessary, problem solving any issues and reporting to Operations Dept where necessary
- To attend and oversee events where necessary, and oversee FOH staff and Events Supervisors who may be supporting the event on the day and ensure they are fully briefed to ensure the event runs successfully and adheres to ICA's standards and procedures
- To assist with maintaining database of clients and prospect clients, and maintain ongoing relationships to encourage repeat bookings
- To book required technical, FOH, cleaning, security and wedding planner staff and reconcile invoices
- Attend weekly building meetings for planning purposes and to ensure cohesion between hires and the wider ICA programme and activities
- To liaise closely with ICA Technical and Projection dept in respect of delivering AV requirements for private hire events
- To liaise closely with ICA catering partners or external catering suppliers to facilitate successful food & beverage provision in line with ICA's kitchen rental procedures
- To be an ambassador for ICA's wider programme and proactively raise awareness of exhibition programme and wider offering amongst clients
- To assist the Events Manager with strategic planning including venue price and offer benchmarking, plus marketing, advertising, newsletters, social media and listings and keeping promotional assets up to date in collaboration with the Marketing dept
- Undertake other duties reasonably requested by the Events Manager, Director of Operations and Director

## PERSON SPECIFICATION

### Essential Criteria

- Minimum of 2 years related experience within events or hospitality, managing a range of events from corporate meetings through to private and creative events.
- Exceptional customer service skills.
- Proficient IT skills with knowledge of MS office suite.
- Experience working with building management and database systems.
- The ability to multi-task in a fast-paced environment.
- The flexibility to work a range of shifts across 7 days a week including regular early morning, late night, and weekend work. The ICA has a TOIL policy for when staff work in excess of their contracted hours.

### Desirable Criteria

- Marketing knowledge or previous experience in strategising and the promotion of hires packages.
- Knowledge and awareness of trends in the events and hospitality industry.
- A keen interest in history and programme of the Institute of Contemporary Arts

*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.*

I have read and understood and accept the responsibilities listed in this Job Description and that the ICA reserves the right to vary these duties as described at any point in time, to keep in pace with the changing needs of the organization.

.....  
Employee

.....  
Date