

DULWICH PICTURE GALLERY

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Events Co-ordinator
Working hours:	Full-time; 40 hours per week. (Regular evening and weekend work required)
Term:	Permanent
Department:	Commercial
Reports to:	Head of Events
Works closely with:	Development, Learning and Audience Development and Operations Departments

Who We Are:

Dulwich Picture Gallery, founded in 1811, is the world's first purpose-built public art gallery. We care for and display our outstanding collection of Old Master paintings within Sir John Soane's pioneering architecture. As an independent gallery, we remain true to our founders' purpose of presenting art *'for the inspection of the publick'* while engaging as many people as possible, of all ages and backgrounds, through our creative programme.

Our Mission:

We are engaged in a continuous process of planning, delivery, evaluation and development in order to unlock the Gallery's unique potential: our location, art and people.

Our Vision:

Our mission is underpinned by our vision to secure the Gallery's future as a cultural retreat where everybody can Find Themselves in Art.

Our Vision in Action:

In the intimate setting of the world's first purpose-built public art gallery
Find Yourself surprised by 'oh-wow' visual encounters
Find Yourself at home in a space where you feel welcome
Find Yourself transported by history and imagination
Find Yourself nourished by creativity and contemplation
Find Yourself connected with paintings and people
Find Yourself in Art

Our Values:

We are a hard-working, high-achieving team that values inter-departmental working and openness. We live out our values in our daily work and decision-making so that they are central to our identity. We are:

Caring

We care for our collection, our audiences, our communities and each other

Risk Taking

We are ambitious and agile, valuing creativity and considered experimentation

Collaborative

We are open and communicative, creating and sharing opportunities through partnerships and projects

Key responsibilities:

Sales and Marketing (external venue hire)

- Support the Head of Events in proactively delivering the annual commercial events income and profit targets.
- Assist the Head of Events in producing, maintaining and developing sales and marketing materials and procedures designed to promote the Gallery as an events venue.
- Promptly follow up sales leads and enquiries, provide quotes and issue contracts, ensuring all communication is documented;
- Assist the Head of Events in keeping the venue hire pages on the Gallery website and external promoter websites updated as well as supporting social media activities to promote the Gallery as a premier destination for events.
- Maintain, develop and promote relationships with venue finding organisations, corporate clients, the arts and creative communities and the local community.
- Use knowledge of the Gallery's programme, vision and values to project a positive representation of the Gallery whenever engaged in dialogue with external contacts.
- Manage site visits for clients, show casing the venue spaces and services to maximize conversion to sales.
- Build and maintain effective relationships with prospective clients to gain business and with existing clients to attain repeat business and referrals.

Event Management

- Support the Head of Events and co-ordinate commercial events across all venues as required, both venue hires and internally programmed income generating events. Liaising with Heads of Departments, the Operations team and all suppliers, ensuring effective planning, smooth running and a high level of service is provided.
- Co-ordinate fundraising and sponsorship events held at the Gallery as required.
- Co-ordinate Development events as required, in conjunction with the Development Department, with particular focus on Opening receptions. Also support all teams in co-ordinating the operational and delivery components of the large-scale events, which the Gallery holds, such as the annual summer party and supporter dinners.
- Alongside the Head of Events liaise closely with the rest of the development team to identify prospects and upgrade event and corporate clients to become supporters or sponsors where possible.
- Support the Head of Events and Head of Learning and Audience Development, Learning Managers to look at the requirements for and operationally support their events, with particular focus on lectures, salons and the seasonal Lates programme.
- Support the Head of Events in developing and delivering a tours strategy, and co-ordinate tours, private views and curator talks as required for both internal and external clients.
- Support the Head of Events, Heads of Departments and any external producers, in delivering any events as required by the events team.
- Ensure that the Gallery's standards of service and safety are maintained at all times by monitoring all supplier activity and the Gallery Code of Conduct is followed with respect to our Neighbours.
- Keep all Gallery staff informed of forthcoming events and their potential impact on the Gallery's operation, getting sign off from other departments such as Curatorial and Operations as required.
- Ensure that all contractual, technical and logistical requirements for events are met, and that the highest production and presentation standards are achieved for each client.

- Ensure the Gallery's equipment and facilities are well looked after and not removed from site during events.

Service, client and guest care

- Effectively manage relationships with both clients and potential clients to provide a first-class service and professional experience for the customer encouraging repeat business.
- Develop and maintain excellent, positive and progressive relationships and open communications with colleagues and suppliers at all times.
- Ensure high-quality detailed pre-shift briefings are carried out before every event to improve product knowledge and service quality.
- Ensure the quality and service delivery for internal events is on a par with external events and supports the Gallery's funding commitments and vision.
- Efficiently respond to customer feedback, promptly addressing and resolving any issues.

Administration

- Effectively and efficiently handle all administrative processes for events including; phone and email enquiries, site visits, booking procedures, contracts and terms and conditions, invoices, event planning documents and briefing sheets, risk assessments.
- Ensure post-event follow up and evaluation is administered to streamline procedures and improve effectiveness of service.
- Ensure that all events information including event bookings, prospect information and financial records are fully updated on the CRM system and in line with department processes.

Management of internal and external resources

- Work closely with the Head of Events and all department Heads as required, to manage the Gallery's events diary, ensuring the use of venue spaces is maximised to successfully deliver both external venue hire and internal events.
- Plan the use of resources including furniture, audio visual and IT, cleaning, catering and other supplies to ensure all events can be delivered to the agreed standard and budget.
- Liaise with other departments, e.g. Operations and Catering, to effectively deliver these resources to each event.
- Ensure external suppliers are effectively managed to deliver their Service Level Agreements.
- Represent the team at organisational operations meetings.

Reporting, legal and financial management

- Successfully negotiate venue sales and manage quotation and contract process, ensuring each event has a signed contract.
- Adhere to the sales and purchase order and invoicing process to ensure accurate financial management and reporting.
- Contribute to regular reporting on number of new external enquiries, number of show rounds, provisional bookings and confirmed bookings.
- Track and monitor response rates to all sales and marketing initiatives and evaluate effectiveness of activities.

Compliance

- Adhere to the policies and guidelines for events, ensuring agreed processes are communicated and adhered to by internal and external partners.
- Ensure compliance with all statutory and Gallery policies including fire, health and safety, food safety, risk assessment, licensing, data protection, security, welfare and equality.
- Undertake any other duties requested by the Head of Events.

This job description cannot be considered to be exhaustive and other duties will be determined by circumstances as and when required.

Person Specification

Knowledge, Skills and Experience

- Educated to degree level.
- Proven experience in events or a similar role including demonstrable event sales, operations and marketing experience.
- Highly motivated and proactive individual with a team mentality.
- Excellent customer care with the drive to exceed expectations.
- Excellent verbal and written skills with attention detail.
- Excellent interpersonal skills.
- Ability to think creatively and anticipate, negotiate and solve problems to ensure the successful running of all venue hire spaces.
- Excellent organisational and time management skills with the ability to work well under pressure and to tight deadlines.
- Ability to work comfortably with a wide range of clients and contractors at all levels.
- Excellent IT skills, including Outlook, Word and Excel.
- Interest in the arts.
- Commitment to the Gallery's values.

Desirable Attributes

- A current Personal Licence holder

Terms and conditions

Salary: Band B - London Living Wage to £26,000 per annum; commensurate with experience.

Working hours: 9am to 5pm Monday to Friday with one-hour break for lunch. This role will require a substantial amount of weekend and evening event delivery work and time off will be given in lieu.

Leave entitlement: 25 days' holiday per year, statutory Bank Holidays and two discretionary, non-contractual 'Gallery' days.

Pension: The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008.

Application Process

The deadline for applications is 5pm on Sunday, 31st March 2019. Interviews are expected to take place in week commencing Monday, 8th April. To apply, please send your CV and a covering letter to recruitment@dulwichpicturegallery.org.uk