



Job Description

Commercial Events Manager The Stoller Hall and Chetham's

Responsible To: Creative Commercial Director

CONTEXT:

Chetham's is a unique cultural institution and charity in the heart of Manchester combining music, education, and heritage. We are home to three extraordinary places – Chetham's School of Music, Chetham's Library, and The Stoller Hall – and we are united by one clear vision which is to bring people together.

We believe in the power of music and creativity to unite people, and we are committed to educating and inspiring the next generation of musicians and thinkers.

We are driven by our values to make music and education more accessible, to enrich the lives of people in Manchester and beyond, and to improve health and wellbeing through the magic of music and learning.

We're embracing our roots and opening the doors to our world-class facilities and collections to make a positive, long-lasting impact on local communities.

Our venues are modern and purpose built, as well as medieval and historic. Our whole team pride themselves in the variety of events we deliver, our teamworking is excellent, and we facilitate outstanding artist, client and audience experiences.

PURPOSE:

We are looking for a proactive and innovative team player, who will work with us collaboratively to develop our commercial income streams, always delivering excellence for our customers and clients.

You will be responsible for all coordination, marketing, planning and delivery of our commercial activities, including conferences and functions, across the whole site.

You will have a strong understanding of the income generating potential of our venues, and you will work closely and collaboratively across the whole organisation to manage the complex needs our multi-functioning site.

Working with existing and new clients, you will oversee the planning and delivery of their events, ensuring they run smoothly and efficiently from start to finish, through both front of house and back of house operations.

You will be a real people-person with excellent interpersonal and strong leadership skills, able to communicate confidently and effectively both internally, and with clients and contractors.

You will be flexible and adaptable, able to respond to situations as they arise in a calm, logical and controlled manner, and you will be organised and efficient, able to manage multiple tasks at once, and skilled in organising the team to deliver for customers and clients.

KEY RESPONSIBILITIES:

The Commercial Events Manager will be responsible for the following:

Strategic Planning and Communications

Working closely with the Creative Commercial Director and Marketing Manager, you will develop a strategic and financial plan for commercial income generation, and a marketing and communications strategy to achieve it.

Through direct and referral channels, you will enable the organisation to reach the right types of clients and deliver events that suit our spaces and generate income, constantly developing and diversifying our earnings potential.

Event types include, but are not limited to, meetings, conferences, business fairs, exhibitions, weddings, private dinners, receptions, wine tasting events etc

Managing Commercial Bookings

You will manage the client relationship from start to finish. You will be the client's main contact and will be responsible for ensuring an excellent relationship, promoting repeat business and developing corporate sponsorship opportunities.

This will include

- handling enquiries, responding proactively and quickly through all enquiry channels
- providing quotations - room hire, technical packages, equipment hire in, catering etc - always establishing a strong understanding of the economics of the event from the venue and the client's perspective
- maintaining the events diary, including awareness of shared space use and conflicting organisational demands
- advising the client on venue use and suitability, and the best way to operate their event in the context of our site
- facilitating client site visits, promoting our venues and alternative options for their events

- planning the event with the client, and with our in-house events team and external caterers, including preparation of briefing sheets, room layouts etc
- contracting, invoicing and ensuring all required documentation for any event is in place
- arranging hire in of equipment (eg furniture, technical equipment)
- staff planning and staff briefing and communications

You will need to work closely with the production, front of house and technical teams to ensure effective and efficient communication and seamless planning and delivery of events.

You will also manage our external caterers and contractors, ensuring appropriate use of our facilities, and delivery of products that are consistent with our excellent standards of quality and sustainability.

Feedback will be key, both internally and externally, and you will actively manage feedback to develop and improve our offering.

General

Internal relationships will be vital – you will provide a pivotal link between external and internal events and individuals, carefully coordinating the needs of the School and Library with the needs of the external facing venues.

You will manage the finances of all aspects of commercial events, including invoicing and recharges, and understanding and reporting on profitability - constantly innovating, and identifying improvement opportunities

You will be trained and available to act as Duty Manager for all types of events across our site, including evening concerts and performances.

You will support the planning and delivery of cultural events across the venues, including responding to enquiries and managing bookings.

Contribute to the Accessibility, Diversity and Sustainability workstreams of the organisation, including delivery of the venues specific action plans.

Any other duties as required to support the organisation to be the best that it can be.

GENERAL RESPONSIBILITIES

The Commercial Events Manager will:

1. Promote Chetham’s School of Music, Chetham’s Library and The Stoller Hall and in a positive and professional manner at all times;
2. Display a flexible “can do” approach which will enhance Chetham’s wider reputation;
3. Operate in accordance with Chetham’s policies and procedures including, in particular, Chetham’s Child Protection and Safeguarding Children Policy Statements (see separate document);
4. Undertake any training necessary to meet the requirements of the post;
5. Adopt a flexible approach to working hours as required by the business;
6. Undertake any other duties, relevant to the post holder’s skills, which may, from time to time be deemed necessary;
7. Be open to new ideas, understand the need for change and be willing to adapt;
8. Be aware of the issues of equality and diversity, understand and be sensitive to cultural differences;
9. Be responsible for his/her personal presentation, health and physical fitness;
10. Maintain a high level of attendance;
11. Take all possible steps to ensure a safe working environment for self and others.

PERSON SPECIFICATION

Essential

- Track record of experience in events management, including experience of selling event space, advising clients, and delivering a variety of corporate events
- Experience of managing corporate relationships with clients and sponsors
- Experience of working and negotiating with external contractors, for example event caterers
- Experience of strategic and financial planning and managing and delivering budgets
- At least three years' experience managing workload in a hospitality environment, including planning and delivering events
- Management, supervisory or team leadership experience
- Experience of working with event caterers
- Knowledge of statutory Health & Safety Regulations and awareness of changing industry practices
- A strong working knowledge of technology requirements that form a regular part of corporate events (for example, projection and AV)
- Demonstrable customer service skills and the ability to communicate effectively with people of all ages and backgrounds
- Confident, calm, professional attitude at all times, especially when dealing with customer or client complaints or incidents
- Strong interpersonal and communication skills
- Able to recognise the need for and adhere to professional boundaries
- Total commitment to quality in every aspect of the role
- Highly organised and motivated, a real team player – work collaboratively with key stakeholders both within the organisation and externally
- Willingness and ability to work unsocial/weekend hours as required
- A smart well-groomed appearance
- Good understanding of and enthusiasm for the events industry, keeping up to date with current trends

Desirable

- Accredited First Aid qualification
- SIA Door Supervisor Licence
- Appropriate H&S and food hygiene qualifications
- Relevant hospitality or events management qualification
- GCSEs grade A*- C, including Maths and English

CHILD PROTECTION AND SAFEGUARDING CHILDREN

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy, the Staff Code of Conduct and related documents (available at www.chethams.com) at all times. If, in the course of carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Joint Principal (NS).

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognises the contribution it can make to protect and support students.

I agree that I have read and understood the attached job description.

Employee's name.....

Employee's signature.....

Date.....