

# Lauderdale House

## EVENTS & SALES MANAGER

Lauderdale House is a fascinating Grade II\* historic house set in the beautiful Waterlow Park, Highgate, North London. It is a charity and run as a vibrant arts and education centre funded by income from an extensive events programme.

This is an exciting time to join the team. Since a £2.4 million refurbishment which completed in December 2016 the events hire has gathered significant momentum and we are set in 2019/20 to exceed our income target of £250k. The main focus of the role is to spearhead the promotion, sales and management of our events programme. You will be key to consolidating and building on this momentum. Much of our business is generated from word of mouth, but we need to expand our user base and be ahead of market changes. The aim is to build on this positive trend and achieve a revenue increase of at least 10% for the following years.

Our hire programme for last year, 2018/19, generated £225k income comprising a varied mix of 115 social events (weddings, parties, memorials), 25 concerts hires, 24 hires for exhibitions plus an average of 9 classes per week during term time.

For a 'snapshot' of activity and more detailed background to Lauderdale Transformed see:

<https://www.lauderdalehouse.org.uk/about-us>

We are seeking a highly motivated individual with a keen eye for income generation. A real people person, you should enjoy working with a diverse range of people in a constantly changing environment. You should take pride in helping people book and plan their event in order to make it a memorable experience. Having a passion for arts, culture and/or heritage would be an advantage, as would a love of working in a small but dedicated team and on occasion, being 'hands on'. This position would particularly suit someone who has experience in the events industry but would enjoy working in a more creative and individual heritage environment. There is a real opportunity to make a difference as every penny from our hires is invested back into the arts, education and preservation of this unique heritage house.

## **JOB DESCRIPTION**

### **▪ Sales and Promotion**

- Proactive lead generation and conversion to increase our customer base and revenue.
- Targeting new opportunities to increase use of the spaces that the venue has for hire.
- Regularly reviewing and updating promotional materials with the Marketing & Communications Manager and the catering partner, Pink Food.
- Organising wedding / party showcases.
- Using our web-based enquiries and booking system, log all enquiries that come in via telephone, in person, email etc. and ensure follow-ups are made to increase conversion of bookings.
- Meeting clients and conducting show rounds, clarifying/confirming provisional bookings, issuing invoices and negotiating contracts.
- Maintaining contact with clients both regular and past.
- Managing client feedback processes and constantly reviewing our offering.
- Working with the Director and Marketing & Communications Manager develop strategies to increase enquiries for different booking types (eg. concerts, exhibitions, parties, weddings) and identify new possible types of booking & clients to target.
- Monitoring the provenance of enquiries, response rates and advance bookings.
- Work with the Director and Marketing & Communications Manager to review pricing structure on an ongoing basis.
- Responsibility for ensuring the House is always presented in the best light and volunteers are recruited and trained for reception.
- Jointly manage the Marketing & Events Assistant with the Marketing & Communications Manager.

### **▪ Bookings, events & diary management**

- Management of the venue diary – Being the sole point of contact for scheduling all activities that take place in the venue spaces.
- Ensuring that there is a clear system for dealing with enquiries and responding to clients.
- Issuing quotes, invoices, contracts, payment links and all related paperwork.
- Credit control using our bookings & payments system and monitoring monthly revenue targets with the Director and Marketing & Communications Manager.
- Work with the Operations Manager and catering partner in relation to delivery of events.
- Ensure smooth and efficient running of the events, according to the clients' needs and wishes.
- Liaise with regular hirers to ensure smooth booking process.
- Booking of piano tunings and other suppliers etc. as required.

- Work with the Director in relation to use of the House for activities promoted directly by Lauderdale House (ie. In house created activities).
  - Ensuring the smooth running of the House on a day to day basis with the Operations Manager, including covering him on his days off (Wednesday and Thursday, as he works weekends).
  - Co-ordinating and leading the Exhibitions Selection Panel to assess the suitability of work submitted in accordance with our selection policy and building the exhibition programme.
  - Overseeing and sometimes assisting in room setups for bookings as required.
- **General office administration** and support as necessary.
- We are a small team and everyone is expected to help out with events such as Halloween, volunteer parties, Theatre on the Tea Lawn, Christmas activities etc.

To carry out such other duties as may be reasonably expected of the post.

## PERSON SPECIFICATION

### REQUIRED

- Understanding and experience of the weddings, party and events market
- Background & excellent knowledge in the operational delivery of events
- Proven record in delivering exceptional customer service
- Calm, professional, positive & friendly manner
- Sales oriented with commercial drive
- Numerate with excellent communication skills (verbal and written)
- Excellent sales and negotiations skills
- Ability and enjoyment from working with and get on with a wide range of people
- Excellent organisational skills & superb attention to detail
- Ability to work on multiple projects simultaneously and meet deadlines
- Creative and lateral problem-solving skills and the ability to deal with the unexpected
- Proactive, efficient and able to work under pressure
- Confident use of Word, Excel, diary management systems and other relevant software
- Interest in the arts, heritage and community activities

### DESIREABLE

- Experience in health and safety practices
- Technical knowledge of AV equipment
- Experience working with caterers

- Experience working on events within a heritage / arts organisation

## APPLICATION PROCESS

To apply please send us a CV and covering letter explaining why you are interested in this role and why you are suitable to do this job to [kives@lauderdale.org.uk](mailto:kives@lauderdale.org.uk)

**Deadline: 9am Friday 10 January 2020**

**Referees:** Please include contact details for 2 referees in your application stating at what point in the recruitment process they may be contacted (we will not contact them without your permission).

**Interviews will be held on 16 or 17 January (TBC):**

**Second interviews the week commencing 20 January**

Appointment will be subject to satisfactory completion of a 3-month probationary period

If you would like an informal chat about the role please call the Director, Katherine Ives on 020 8348 8716.

## SALARY & HOURS

**Salary:** £27,315

**Location:** Lauderdale House

**The appointment is full time:**

- 35 hours per week. (Office hours are Monday to Friday from 10am to 6pm)
- Due to the nature of the business some weekend, evening and holiday working will be required.
- No overtime is payable but time-off-in-lieu (TOIL) may be taken where the postholder works more than the specified number of hours if approved in advance by the Director.

**Holiday:** 25 working days per annum plus public holidays. The leave year runs from 1 April – 31 March.

**Accountable to:** Director

**Accountable for:** Marketing and Events Assistant

# STAFF STRUCTURE

