

Lauderdale House

Highgate Hill, Waterlow Park, London N6 5HG

www.lauderdalehouse.org.uk

registered charity 275502 Company number 1352278

020 8348 8716

Events & Marketing Assistant

Background

Lauderdale House is a registered charity and runs a vibrant arts and education centre based in a Grade II* listed 1582 heritage house in Waterlow Park, Highgate. Each year we host a packed programme comprising a wide range of creative events (classical concerts, jazz, children's theatre and seasonal activities, cabaret, exhibitions, creative classes for all ages) and private functions (weddings, parties, funerals, meetings) with a footfall averaging 50,000. In addition, we run an extensive outreach programme working with young people in schools and community centres.

During lockdown we were forced to close which was a major challenge as we receive no regular government or council funding and all of our income is self-generated through hiring the House, selling tickets, trust grants for educational projects and a few donations. However, we are a resilient organisation and determined to survive and stay relevant to our communities. During lockdown we maintained a local network for similar organisations, provided online concerts and exhibitions, and reactivated our youth group online. Since the lockdown has eased, we have taken every opportunity to earn income from hiring the House for COVID-19 secure events and over the summer welcomed hundreds of people safely by providing outdoor socially distanced performances.

Now, thanks to grants from the National Lottery Heritage Emergency Fund and the Cultural Recovery Fund for Heritage we have been able to reactivate our full staff team and to offer this opportunity to join our team for 6 months while we build and secure the future of this unique organisation.

This is a hands-on role for an excellent communicator with initiative, who will enjoy the variety of challenges each day, is a good problem solver, and a diligent and highly responsible worker able to take on a wide array of tasks. It is an excellent opportunity to contribute to and understand the operation of a small arts centre, obtain experience across a range of customer facing arenas, help ensure we remain relevant to our communities during the pandemic and, support the maximisation all income opportunities.

Duties include:

Events & Operations

Supporting the Events Manager with:

- Opening up the House to the public every day, ensuring that COVID-19 checklists have been completed, signage is in place and posters are up to date.
- Managing gallery volunteers, ensuring everything is properly set up and that they are welcomed and briefed.
- Closing the gallery, preparing signage for the following day.
- Helping with setting up, packing up and general support for classes and events. This has taken on a new importance in a Covid-19 secure venue and will include making sure class attenders know what to do and where to go, taking their temperatures, encouraging social distancing, disinfecting surfaces and some cleaning.
- Helping deal with event enquiries (such as weddings, parties, funerals, exhibitions) via phone and email, responding with information, follow-up, and invoicing.

Marketing:

Supporting the Marketing Manager with:

- Preparing and displaying signage for daily events in display boards around the House.
- Updating internal posters promoting events and managing distribution of posters and leaflets in-house and externally.
- Helping to prepare and update marketing materials, website, creating weekly newsletters, press releases and social media.
- Helping with the box office and managing bookings for classes and performances via the online box office system Ticketsolve.
- Marketing and events related data entry.
- Proof reading.

General & Administration

- Telephone: answering calls, monitoring the answerphone, training volunteers to use the telephone system and take messages.
- Help manage stationery stock control, art class materials and general office maintenance of the photocopier and phones.
- Training and helping manage marketing and gallery volunteers.
- Helping the Director with the banking.
- Provide general clerical support to office including answering telephones, forwarding messages or determining proper response and/or action.
- Supporting the smooth running of the House and 'filling in' gaps as required.

Skills and personal attributes

- A confident communicator with excellent oral and written communication skills and the ability to work a wide range of volunteers and the public in a customer facing environment.
- A capable all-rounder who can work in a team while being comfortable managing a diverse workload in a busy working environment.
- Great organisational skills and attention to detail, at ease with working to deadlines.
- Be reliable, responsible, good humoured and a problem solver, willing to learn and help as required
- A common-sense approach and the ability to deal with the unexpected.
- Good computer literacy – Word, Excel, and Outlook; not afraid to learn and teach new systems to others.
- Able to take direction but happy to work on own initiative.
- Experience working in an events, marketing or customer support role would be an advantage.
- An interest in the arts and/or heritage.

Terms and Conditions

Salary: £20,000 pa (6-month contract fixed term contract)

Please note that we would hope to extend the post beyond 6 months if we can find further funding and/or start to earn more income.

Location: Lauderdale House, Highgate Hill, Waterlow Park, London N6 5HG

The post is 35 hours per week, Monday to Friday, 9.30am to 5.30pm

Holiday: 12.5 days over 6 months.

Accountable to – Marketing Manager and Events & Sales Manager

Application process

To apply please send us a CV and cover letter outlining why you are interested in this role and how you fulfil the skills and personal attributes to Katherine Ives / kives@lauderdale.org.uk.

Applications close at 9am on Monday 26th October 2020.

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 Friday 30th October 2020.

Appointment will be subject to satisfactory completion of a 1-month probationary period.