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 the pandemic we have responded to the situation as it changes, doing whatever we can that is safe and is permitted under the regulations. During the height of the first lockdown we maintained a local network for similar organisations, provided online concerts and exhibitions, and reactivated our youth group online. As the lockdown has eased, we have taken every opportunity to earn income from hiring the House for COVID-19 secure events and over both summers welcomed hundreds of people safely by providing outdoor socially distanced performances. It’s a changing environment but the House is busy once again and regular faces are returning.

We receive no regular government or council funding; all of our income is self-generated through hiring the House, selling tickets, trust grants for educational projects and a few donations, all of which have been impacted by Covid-19. However, we are a resilient organisation and early grants from the National Lottery Heritage Emergency Fund and the Cultural Recovery Fund for Heritage made a huge difference and meant we have a full-team working to build the future of this unique organisation.

This is a hands-on role for someone who is an excellent communicator with initiative; who will enjoy the variety of challenges each day; is a good problem solver; and is 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 which depends on private hospitality hire for the majority of its income, obtain experience across a range of customer facing arenas, help ensure we remain relevant to our communities 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 any necessary COVID-19 checklists and precautions 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, encouraging social distancing and mask wearing, 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 with 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

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: 25 days over 12 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. 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).

Applications close at **10am on Friday 13th September 2021**

Interviews will be held on Friday 17th September 2021

Second interviews on Thursday 23rd September 2021

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