

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

EVENTS & COMMERCIAL HIRES MANAGER FULL- TIME, FIXED TERM, MATERNITY COVER

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EVENTS & COMMERCIAL HIRES MANAGER (MATERNITY COVER)

Contract: Full Time, Fixed Term, Maternity Cover

Salary: £36,917 (Including LWA)

Trinity Laban Conservatoire of Music and Dance is a forward thinking, contemporary and world-class Higher Education Institution with a vision to redefine the conservatoire for the 21st century. At the leading edge of music and dance training, it provides specialist education of the highest quality, which reflects the increasingly collaborative world of artistic practice and supports the lifelong career development of students and professional performing artists.

The Events and Commercial Hires Manager is responsible for the successful sales and delivery of major internal TL events, venue hire events and guided tours for Trinity Laban Conservatoire of Music and Dance and will continue to develop and deliver a robust strategy to achieve ambitious targets whilst ensuring outstanding client services at all times.

The role-holder will ensure that events and tours are run as successfully and efficiently as possible – in line with current Health and Safety legislation - to enhance the reputation of Trinity Laban as an events venue and maximise opportunities for repeat business.

The role-holder will liaise closely with colleagues including; Faculty Administration, Scheduling, Marketing, Corporate Affairs, People and OD, Estates and Facilities, Greenwich Foundation, Catering etc to maximise the opportunity to generate income for Trinity Laban from all possible sources.

As an equal opportunities employer we positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

If you think this might be just the job for you, please register an account with our eRecruitment system (or login if you have an account) and complete an online application form using the following link <https://jobs.trinitylaban.ac.uk/>

Closing Date: Thursday 23rd May 2019 at 23:59 hours BST (No Agencies)

Interview Date: Tuesday 4th June 2019

Start Date: August 2019

For any queries about this position that are not covered in the job pack, please email staffrecruitment@trinitylaban.ac.uk or contact Katerina Filosofofoulou, People Services and Resourcing Officer on 0208 305 9476.

All of our taught programmes are validated by Trinity Laban Conservatoire of Music and Dance. Research degrees are validated by City, University of London.

Trinity Laban Conservatoire of Music and Dance is a company limited by guarantee registered in England and Wales Company No. 51090. Registered Charity No. 309998.

JOB DESCRIPTION

Post:	Events and Commercial Hires Manager (Maternity Cover)
Department:	Business Enterprise
Reporting to:	Director of Strategy and Business Operations
Grade:	Grade 7 (Point 30)
Contract:	Full-Time, Fixed term, Maternity Cover

1. PURPOSE OF ROLE

- 1.1 The Events and Commercial Hires Manager is responsible for the successful sales and delivery of major internal TL events, venue hire events and guided tours for Trinity Laban Conservatoire of Music and Dance and will continue to develop and deliver a robust strategy to achieve ambitious targets whilst ensuring outstanding client services at all times.
- 1.2 The role-holder will ensure that events and tours are run as successfully and efficiently as possible – in line with current Health and Safety legislation - to enhance the reputation of Trinity Laban as an events venue and maximise opportunities for repeat business.
- 1.3 The role-holder will liaise closely with colleagues including; Faculty Administration, Scheduling, Marketing, Corporate Affairs, Human Resources, Estates and Facilities, Greenwich Foundation, Catering etc to maximise the opportunity to generate income for Trinity Laban from all possible sources.

2. MAIN DUTIES

2.1 Line Management

- Be responsible for the direct line management, personal development, performance management of staff reporting directly to the Events Manager
- Be responsible for hiring, allocation of duties and supervision of staff specifically hired in connection with an event.

2.2 Sales and Marketing (venue hire)

- Proactively deliver the annual commercial events income and profit targets.
- Work with the Director of Strategy and Business Operations (DSBO) and other relevant colleagues to regularly review business development to ensure that Trinity Laban is maximizing opportunities and maintaining best practice at all times.
- Produce, maintain and develop sales and marketing strategies, materials and procedures designed to promote Trinity Laban as an events venue.

- Promptly follow up sales leads and enquiries, handle negotiations, provide quotes and issue contracts, ensuring all communication is documented;
- Work with Trinity Laban's caterers and external suppliers to create seasonal and exhibition specific event packages.
- Initiate, in liaison with the Marcomms department, sales and marketing activities that position Trinity Laban as a premier destination for events, ensuring service delivery and product quality match the promises made.
- Keep the venue hire pages on the Trinity Laban website and external promoter websites regularly updated.
- Ensure an event client database is maintained within the CRM or other appropriate system and in compliance with data protection regulations and best practice.
- Establish, maintain, develop and promote relationships with venue finding organisations, corporate clients, the arts and creative communities and the local community.
- Actively participate in professional networking opportunities to promote events at Trinity Laban, developing potential clientele and following through with them.
- Use knowledge of Trinity Laban's programmes, vision and values to project a positive representation of Trinity Laban whenever engaged in dialogue with external contacts.
- Manage site visits for clients, showcasing the venue spaces and services to maximise conversion to sales.
- Build and maintain effective relationships with prospective clients to gain business and with existing clients to attain repeat business and referrals.
- Keep abreast of market trends and competitor activity recommending product/service improvements to gain and sustain competitive advantage.

2.3 Filming

- Liaise closely with the Greenwich Foundation and other relevant partners and attend relevant meetings with regard to any filming planned to take place on ORNC grounds.
- Where necessary, seek further approvals from TL Executive members in respect of filming enquiries and produce update reports at regular intervals.
- In liaison with the DSBO and the Director of Finance and Estates, establish a pricing schedule for Filming and in respect of each building across the TL Estate.
- Liaise closely with Faculty of Music colleagues in respect of anticipated disruption to TL activity and plan mitigations to limit the effect of such disruptions which may or may not involve non-agreement to filming taking place on site.

2.4 Business Development

Liaise closely with appropriate colleagues to identify prospects and, in collaboration with the Development and Corporate Affairs department, upgrade event clients to become supporters

or sponsors where possible.

2.5 Event Management (including TL specific events)

- Efficiently plan and deliver all events as requested on behalf of Trinity Laban in conjunction with the relevant operational teams as required.
- Manage the accredited suppliers' list including annual review of suppliers.
- Ensure that the Trinity Laban's standards of service and safety are maintained at all times by monitoring all supplier activity.
- Keep all Trinity Laban staff informed of forthcoming events and their potential impact on Trinity Laban's operation.
- Ensure that all contractual, technical and logistical requirements for events are met, ensuring that the highest production and presentation standards are achieved for each client.
- Ensure that Trinity Laban's equipment and facilities are well looked after and not removed from site during events.

2.6 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 at all times.
- Ensure high-quality detailed pre-event briefings are carried out before every event to improve product knowledge and service quality.
- Develop and implement a system of client review and evaluation with relevant colleagues and ensure any necessary follow-up action is taken.
- Ensure the quality and service delivery for internal events is on a par with external events, and supports Trinity Laban's funding commitments.
- Efficiently manage customer feedback, promptly addressing and resolving any issues.
- Act as an ambassador for Trinity Laban at private views, cultivation events and other events.

2.7 Administration

- Contribute to overseeing and reviewing the internal administrative processes for events including; risk assessments; booking procedures; contracts and terms and conditions; invoices and post-event evaluation 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 or other relevant systems.

2.8 Management of internal and external resources

- Work closely with relevant colleagues to manage the Trinity Laban'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 SLAs.

2.9 Reporting, staff, legal and financial management

- Successfully negotiate venue sales and manage quotation and contract process, ensuring each event has a signed contract.
- Monitor 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.
- Prepare and administer the events budget, financial analysis and monthly forecast submissions, taking corrective measures to meet objectives and key performance indicators.
- Recruit staffing as authorised through the normal TL recruitment procedures and in conjunction with HR colleagues.
- Participate in the formulation of pricing models for events taking into account all risks and liabilities, to ensure profitability and customer value.
- Track and monitor response rates to all sales and marketing initiatives and evaluate effectiveness of activities.

2.10 Compliance

- Create and maintain effective policies and guidelines for events, including maintaining accurate event records on relevant systems, ensuring agreed processes are communicated and adhered to by internal and external partners.
- Ensure compliance with all statutory and Trinity Laban policies including External Speakers and Events Policy, Prevent, fire, health and safety, food safety, risk assessment, licensing, data protection, security, welfare and equality.
- Undertake any other duties requested by Management.

OTHER DUTIES

- Any other duties consistent with both the grade and scope of the post.

THE POST HOLDER MUST:

- At all times be committed to Trinity Laban's Equality and Diversity Policy.
- Adhere to all policies and procedures relating to Health and Safety in the workplace.
- Promote the profile and image of the Department and the Conservatoire wherever possible.

CONSERVATOIRE VALUES:

- All staff are expected to operate in line with Trinity Laban's Terms and Conditions for staff, which set out the principles of how we work together. More information about the Conservatoire's vision, mission and values is available at: <https://www.trinitylaban.ac.uk/about-us/governance/our-vision>

Trinity Laban has a no smoking policy on its premises.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the Conservatoire.

EVENTS & COMMERCIAL HIRES MANAGER (MATERNITY COVER) PERSON SPECIFICATION

Criteria	Specification	E/D	Measured By
Education/Qualifications	Preferably educated to relevant degree level	Desirable	Application
Experience	Extensive experience in event management and sales	Essential	Application/interview
	Proven experience in a similar role including demonstrable event sales, operations and marketing experience	Essential	Application/interview
Knowledge or Understanding	Excellent knowledge and understanding of customer care with the drive to exceed expectations	Essential	Application/interview
	Good knowledge of budgets and financial planning and health and safety requirements in respect of event management	Essential	Application/interview
Skills and Abilities	Excellent leadership, management and interpersonal skills.	Essential	Application/interview
	Excellent verbal and written skills with attention to detail.	Essential	Application/interview
Personal Qualities	Highly motivated target driven individual with a demonstrable record of achieving or exceeding sales and financial targets whilst maintaining margins and quality standards.	Essential	Interview
	Ability to think creatively and anticipate, negotiate and solve problems to ensure the successful running of all venue hire spaces.	Essential	Interview
	Ability to work comfortably with a wide range of clients and contractors at all levels.	Essential	Interview
	Interest in the arts	Desirable	Interview
	Commitment to Trinity Laban's values.	Essential	Interview
Special Working Requirements	This role will require you to work unsociable hours at times due to the individual nature of events and for which time off in lieu will be given for hours worked above contract.	Essential	Interview

Applicants must be eligible to work legally in the United Kingdom. If you do not have the necessary permissions to do so, unfortunately we are unable to consider your application.

CONDITIONS OF SERVICE – SUMMARY AND STAFF BENEFITS

Contract:	Full-time, Fixed Term (Maternity Cover), subject to a 3 month probationary period.
Hours:	35 hours per week, usually from 9.00 am to 5.00 pm Monday to Friday, (with a daily lunch break of one hour). Due to the nature of the role some evening and weekend working will be required during events and busy periods, for which time off in lieu will be given.
Location:	You will be based at the Faculty of Dance (Laban building, Creekside) but may also be required to work at the Faculty of Music (King Charles Court, Old Royal Naval College)
Salary:	Trinity Laban Staff Salary Scale, Grade 7, Incremental Point 30, £36,917p.a., inclusive of a London Weighting Allowance of £3,718 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.
Holidays:	25 days p.a. in addition to Statutory, Bank and Public Holidays. Please note, only full calendar months will count.
Sick Pay:	Trinity Laban operates the Statutory Sick Pay Scheme, and staff may be eligible for benefits in excess of this under Trinity Laban's own sick pay scheme.
Pension Scheme:	The successful candidate will be auto-enrolled into the Universities Superannuation Scheme. Employees contribute at the rate of 8% of their pensionable salary. The Conservatoire pays the Employer's contribution currently at the rate of 18% of pensionable salary.
Staff Development:	A range of Staff Development opportunities are available.
Library:	The Laban Library & Archive (Faculty of Dance) and the Jerwood Library of the Performing Arts (Faculty of Music) are available for use.
Car Parking:	A limited number of parking spaces are available at the Laban Building, subject to availability.
Cafeteria:	Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.
Events:	There is a wide range of music and dance performances each week, many of which are free to members of staff.
Classes:	Reduced rates access to Adult Classes.
Eye Care:	Vouchers for eye tests are available for VDU users.
Health:	Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department.

INFORMATION ON TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE

Trinity Laban Conservatoire of Music and Dance is the UK's only Conservatoire of music and contemporary dance. The unequalled expertise and experience of its staff, and its world class facilities housed in landmark buildings, put Trinity Laban at the forefront of vocational training in music, musical theatre, and dance.

Our history goes back to 1872 with the founding of Trinity College of Music in London. Trinity College of Music merged with Laban (founded in 1946) in 2005 to create Trinity Laban, now home to a creative and cosmopolitan community of students, teachers and researchers from around the globe.

We have a reputation for innovation and forward-thinking, and are focused on training students for life-long careers in our art forms. Each year we welcome over 1,100 students from over 60 countries to follow undergraduate, postgraduate and research programmes. Thousands more people enjoy music, dance and health activities as part of our lively performance and outreach programmes.

Our unrivalled roster of teaching staff includes respected academics, performers, composers and choreographers. Many of them are active researchers who push at the boundaries of their art forms, and extend our understanding of artistic and educational practice. We also welcome leading visiting artists, ensembles and companies from around the world, so our students benefit from working directly with today's top performers.

We work together in a number of outstanding locations, including the 17th-century Old Royal Naval College at Greenwich (a World Heritage Site), the Stirling Prize-winning Laban Building in Deptford, and the magnificent Grade II listed Blackheath Halls. Our world-class facilities include state-of-the-art practice rooms and dance studios, flexible performance spaces and internationally famous libraries. Students also have access to the cultural wealth of London, and regularly perform at its leading venues.

To find out more, visit trinitylaban.ac.uk