

## Job Description

<b>Title:</b>	Head of Commercial Events (fixed term)
<b>Line Managed by:</b>	Chief Operating Officer
<b>Overall responsibility:</b>	Work extensively with external partners and clients to build relationships, promote the services of the National Centre and ultimately increase income.
<b>Reports:</b>	Event Manager, Event Officer and ad-hoc support from the Recreational Services Officer and Artist Development Manager.
<b>Contract:</b>	9-month fixed-term contract with the possibility to extend.
<b>Hours:</b>	35 hours per week, including occasional evenings and weekends. We are open to alternative ways of working.
<b>Salary:</b>	£40,000 to £45,000 pa
<b>Holiday Entitlement:</b>	30 days paid holiday per annum pro rata, inclusive of eight Statutory Bank Holidays.

## About National Centre for Circus Arts

The National Centre for Circus Arts is a registered charity and an independent Higher Education provider registered with the Office for Students, and is one of Europe's leading providers of circus arts training. For the past 30 years we have provided emerging and professional circus artists, directors and choreographers access to vital space and support to train, experiment and share ideas.

Our diverse range of work includes BA degree-level education in Circus Arts which is supported at either side by a structured training programme for under-18s and professional development opportunities for aspiring and established performers. Adults and young people can enjoy recreational classes and occasional performances. We also run highly regarded workshops, away days and team building events for the corporate community with high-profile corporate events and hires to further increase our revenue. Our national role increasingly sees us supporting and mentoring circus artists and organisations across the country as we seek to develop and mature our remarkable art form.

## PURPOSE OF THE JOB

The role of the Head of Commercial Events is to develop the National Centre's full range of commercial activity which includes venue hire, corporate workshops and consultancy and casting, while ensuring the disruption to National Centre's core activities are kept to a minimum. There is an

emphasis on developing new business and commercial connections, and the post holder will use their knowledge of the corporate sector to develop new contacts and opportunities, build effective client pipelines and ultimately ensure that commercial income can be maintained and increased. They will work closely with the Marketing team to coordinate, refresh and develop any necessary website and social media collateral that promotes the activity.

## **MAIN RESPONSIBILITIES**

- Undertake significant market research and instigate approaches using a range of business development tools. This will include the coordination of promotional activities on site and with third parties to further the awareness of the National Centre's offer.
- Lead on creating an effective pipeline of clients wishing to engage with the National Centre and enter into income generating commercial arrangements.
- Ensure that financial targets and the associated budgets for venue hire, corporate workshops and consultancy and casting are met or exceeded where possible.
- Line manage the Event Manager and Event Officer to ensure high quality client care, operations and service delivery that enhances the reputation of the National Centre.
- Ensure clear communications and develop excellent relationships with other National Centre departments to maximise opportunities.
- Commission the Marketing team to ensure that all online content related to commercial income is engaging, informative, up-to-date, and consistent.

## **Detail of responsibilities**

### **Business Development**

- Research and segment market sectors that may include future clients, based on the commercial services on offer.
- Create a pipeline of clients and partners and ensure a strong and structured approach to relationship management.
- Proactively conduct approaches and form relationships through a number of methods including email, face-to-face, telephone and social media.
- Identify opportunities to maximise income across the three income streams and cross-sell activities and services.
- Ensure materials sent out to clients and potential clients are up-to-date, accurate and fit-for-purpose, keeping all materials under regular review.
- Oversee client engagement ensuring that the sales process, from initial enquiry to delivery, is effectively managed and developed to ensure excellent conversion rates and repeat business.
- Oversee all client agreements ensuring that contract creation and financial reconciliation is undertaken correctly.
- Working with the COO, explore and create proposals for participation in appropriate sector trade shows, events and promotional opportunities.

### **Financial targets**

- With the COO develop a strategy for achieving the annual targets in all three areas of the commercial business.
- Manage expenditure for all activities, ensuring costs are kept within agreed limits to ensure that profit is maximised at all times.

- Instigate and adhere to financial KPIs and phase targets and budgets accordingly.
- Undertake accurate recording of all income and expenditure.
- Engage suppliers and partners to help deliver the commercial aims and where possible, generate profit shares or commissions.
- Provide the COO and Senior Management Team with accurate overviews and reports of commercial income and expenditure.

### **Service Delivery**

- Line manage the Event Manager and Events Officer, who are responsible for the operational delivery of activities, including managing their performance and development.
- Ensure the Event Manager and Events Officer safely and effectively deliver all commercial services with a client led approach.
- Ensure that the Event Manager and Event Officer adequately source and contract external venues to host core activity when the need arises.
- Be ultimately responsible for the health & safety compliance of all commercial activity both on and off site.
- Consistently benchmark against other similar offers and activities in the sector both in terms of pricing and delivery.
- Create relationships with other venues and service providers in the area to encourage referrals.

### **Communications**

- Be the key advocate for the commercial income streams, ensuring information on hires is communicated throughout the organisation, and that conversations take place with departments to understand ways to mitigate any impact in a timely manner.
- Work closely with the Buildings team and Technical team to ensure adequate support for venue hire and other commercial activities taking place on site.
- Work closely with the Degree Delivery team to source alternative venues for higher education needs as necessary.
- Communicate with our external stakeholders, such as the local authority and neighbours to ensure buy-in and compliance.
- Attend regular meetings with Heads of Departments as part of the organisation's management team.
- Represent the organisation and the commercial offer at industry and sector networking events.

### **Marketing**

- Consistently review the online presence of any commercial activities across a number of platforms, working with and commissioning the Marketing team to update and develop any collateral.
- Develop methods to obtain client photography and videography from any activities taking place.
- Work with suppliers and other partners to undertake photoshoots and other ways to record and promote the building and its facilities.
- Work with third party platforms to promote the venue and other services.
- Create effective marketing copy for a range of platforms and collateral.

### **Other**

- Attend a range of internal and external meetings as required.

- Demonstrate a commitment to health & safety and its practical application in all areas of work and encourage a culture of responsibility for H&S throughout the organisation.
- Promote a commitment to the National Centre's Equal Opportunities & Diversity policy, Disability & reasonable Adjustments commitment and Code of Conduct, along with all other policies that contribute to the operating values and ethos of the organisation as determined in its mission statement.

Such other duties (commensurate with the role) that may from time to time be reasonably required.

## **PERSON SPECIFICATION**

### **Experience**

- Experience in a similar level role or a minimum of three years' experience at a manager level.
- Experience of managing multiple income streams and identifying opportunities for cross promotion.
- An excellent track record of undertaking effective client relationship management.
- A deep understanding of the corporate market in London and the UK.
- Able to demonstrate how market trends can be taken advantage of or how they impact on the business development aims of the organisation.
- Experience of managing or delivering an income generating venue hire function within a unique building and/or one with a visitor, education or audience focus.
- Experience of setting budgets and hitting sales targets.
- Experience of developing new income streams using the assets, knowledge and services of the organisation.
- Experience of managing a team and or individuals, setting and reviewing targets.

### **Skills**

- An ability to build strong, long lasting relationships with a range of clients.
- Strong analytical and research skills used to identify new clients and sectors.
- The ability to take an entrepreneurial approach, identifying ways in which income can be maximised by cross selling activities and services.
- Confident in influencing and negotiating with external partners and clients.
- Excellent level of financial numeracy
- Excellent written, verbal and presentation skills across all media.
- Excellent planning and organisational skills.
- The ability to nurture and develop a team.
- Working knowledge of relevant Health and Safety issues and legislation.

### **Personal attributes**

- High level of commercial awareness.
- An interest in building new relationships.
- Resilience in approach when considering the need to reach out to new clients and partners.
- An interest and understanding of the corporate market in London and the UK.
- Motivated by the need to meet and exceed financial targets
- Ability to lead, influence and work collaboratively across departments.
- Flexible approach to working hours.