

NOTTINGHAM CASTLE

Events Manager

Nottingham Castle Trust are keen to see applications from people of all backgrounds and communities and are committed to representing the diverse nature of the city. The Trust look forward to receiving applications from all suitable candidates and will conduct inclusive recruitment processes based on attitude, experience and qualifications. Nottingham Castle Trust are also committed to ensuring that no-one invited to interview should be excluded due to financial circumstances and will reimburse anyone attending interview (related costs must be supported by receipts) if required.

Interviews to be held week commencing 31 May 2021

Start date – ASAP

CV and covering letter to recruitment@nottinghamcastletrust.org by 17 May 2021

£32,000 per annum full-time equivalent

Reports to: Director of Commercial and Customer Services

Direct Line Management: Group, Learning and Events Administrators (2 part time staff)

Purpose of Role

The Events Manager will develop and deliver a commercial strategy to maximise revenues and build new business whilst providing the warmest welcome and highest standards of service to our visitors. Responsible for the successful delivery of year-round events and commercial hire at the Castle to enhance our reputation as an events venue and maximise opportunities for repeat business. Working with the Director of Commercial & Customer Services, to fulfil our vision.

Key Responsibilities

- Proactively seeking out, developing, and managing additional revenue streams through commercial events and corporate hire. Managing these sensitively, and with consideration for our ethos, Grade I/2 Grade I/2 listed building, scheduled ancient monument site with historic collections.
- Devising and delivering sales and marketing strategies, materials and procedures to promote the Castle as a dynamic and contemporary events venue.
- Acting as the customer's primary point of contact for all planning activities for allocated events; to conduct site visits to showcase the facilities, explain the services and terms and conditions, and to negotiate any resulting booking, including 'up selling' to maximise opportunities where appropriate.
- Working collaboratively across teams to identify events, activities and themes that feed into the commercial offer and enhance audience and wider team experience. Generating a

culture of greater commercial awareness across all departments, alongside a one team mentality.

- Working with the Castle caterers and external suppliers to create event packages.
- Liaising closely with the Sponsorship & Fundraising team to identify prospects and corporate sponsors where possible.
- Developing and managing appropriate annual budgets.
- Acting as duty manager for the whole site on a rota basis with other members of the management team.
- Representing the Trust externally, relevant to the scope of the post.
- Maintaining awareness of emerging national best practice relevant to the scope of the post.
- Input into the annual budget setting process, that costs are spent within allocated spending levels and in relation to annual budget and monthly review of actual expenditure and current year forecasts, risks and opportunities.
- Inputting into policies and procedures within remit of the Commercial & Customer Services function.
- Working collaboratively with volunteers, work experience, placement participants and other members of staff; working together as a team to achieve Nottingham Castle's vision.

Accountabilities

- Compliance with relevant legislation and internal procedures.
- Preparing and monitoring events and hire income targets.
- Prepare, maintain, and report on monthly KPIs and progress records – using analytics to shape performance.
- Procure the services of and liaise with external suppliers for product development in line with Nottingham Castle vision, mission, policies, and procedures.

Knowledge required

- Health and safety and risk management procedures.
- Operating knowledge on the planning and managing the delivery of engaging, accessible, and inclusive events for a wide range of audiences.
- Appreciation for the challenges of staging a corporate hires and events in a Grade I/2 listed building, scheduled ancient monument site with historic collections and outdoor spaces.
- Understanding of the not-for-profit sector, preferably showcasing a knowledge and interest in the broader arts, museum and heritage landscape.
- Personal licence and/or a personal licence qualification is desirable.

Experience

- At least 3 years, or proven comparable experience in a similar role of managing events.
- Proven experience of event sales, operations and marketing in a visitor attraction or the hospitality industry.
- Demonstrating commercial astuteness, target focus and financial literacy.
- Understanding of, and empathy with the needs of event organisers.
- Proven experience of managing allocated resources and budgets effectively, with the ability to monitor, negotiate and control costs.
- Acting in a similar role in within the cultural/heritage sector would be desirable.



Skills

- Ability to represent an organisation clearly and compellingly to internal and external audiences.
- Excellent interpersonal, negotiating and sales skills.
- Excellent verbal and written skills.
- Ability to organise and follow through a task with attention to detail and to work under pressure to a deadline.
- Ability to think creatively, anticipate, negotiate and problem solve.
- Excellent IT skills including using CRM systems.
- Enthusiasm for the Trust's aims and its independence, and an interest in all areas of the Trust's work.
- Budgeting and Cost Management experience would be an advantage.
- Ability to work effectively with colleagues and support a working environment which attracts and retains talent.

Other

- Ability to work flexibly five days out of seven per week including regularly working weekends, in the evenings and when required, on Bank Holidays.
- This post requires a DBS check which the Trust will pay for.

