

JOB DESCRIPTION – Head of Events and Sales

Job title	Head of Events and Sales
Salary	£36,000 - £38,000 per annum, based on experience
Hours	35 hours per week (5 days), excluding one hour per day for lunch. Some flexible working required to include evenings and weekends events out of office hours.
Location	Rich Mix at 35-47 Bethnal Green Road, London E1 6LA Rich Mix currently operates a hybrid working policy with office-based staff required to work 50% of their time in the building.
Line managed by	CEO
Responsible for	Events Manager
Contract type	Full time. Permanent.
Strategic relationships	Deputy CEO/Head of Marketing and Communications, Head of Cinema and Operations, Head of Finance, Head of Visitor Experience/Deputy Head of Operations, Development Manager, Technical Co-ordinator
Annual leave	25 days per annum plus bank holidays (rising by one day per year of service to a maximum of 30 days)
Probation period	Three months
Start date	As soon as possible
Notice period	Three months' notice in writing on either side on successful completion of probation
Deadline for applications	9am, Fri 8 Jul
Interview dates	1 st interview: Wed 13 Jul 2 nd interview: Thu 21 Jul

ABOUT RICH MIX

Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in east London. Launched in 2006, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Our wide-ranging programme consists of around 400 events every year and includes live music, performance, dance, spoken word, theatre and exhibitions as well as new release studio and independent cinema across our three screens. Through our Creative Engagement programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across east London.

WE ARE A CHARITY. ALL OUR PROFIT SERVES OUR MISSION.

RICH MIX CULTURAL FOUNDATION
A company limited by guarantee / Registered in England & Wales
Company Number: 4293133 / Charity Number: 1089163
Registered address: 35-47 Bethnal Green Road, London E1 6LA



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Our diversity extends beyond our daily programme of events. A Shoreditch landmark, our building provides a home for some of the city's most socially progressive and innovative creative businesses with more than 20 resident organisations employing more than 200 people.

We are a National Portfolio Organisation of Arts Council England, and its investment allows us to broaden the scope, scale and ambition as well as the diversity of our programme.

Our business model, which we are rebuilding, generates around 80% of our annual turnover through cinema ticket sales, space hire, tenancies to creative, and charitable organisations, and bar revenue.

In February 2022, we completed the first phase of our capital project plans, Reimagining Rich Mix, delivering a revitalised first floor which includes a new Cinema Bar, artist green room, exhibition space and Creative Engagement space. The second phase of the project, which looks to increase our accessibility and improve our welcome, is due to start in 2023.

richmix.org.uk / @RichMixLondon

PURPOSE OF THE ROLE

Reporting to the Chief Executive, the Head of Events and Sales will lead Rich Mix's private hire events and corporate relationships at a senior level to ensure all hires activity in the building is serviced to the highest standards in order to maximise revenue and contribution to the commercial strand of Rich Mix's business.

Hires activity is a key income generator, supporting our overall business model and charitable activity. The Head of Events and Sales will utilise the flexibility of our spaces and professionalism of our team, to bring in conferences, big brand takeovers, film premieres and product launches, alongside seasonal parties and weddings.

They will lead on sales strategies, ensuring efficient lead generation and maximised conversion in line with sales targets and business demands, ensure a high level of customer satisfaction is maintained and exceeded, and take the lead on a proactive approach to initiating corporate relationships.

As Rich Mix moves into the next phase of its capital development, the Head of Events and Sales will look for longer-term opportunities for strategic partnerships and revenue generation, maximising the potential of the building. They are responsible for identifying sales leads, sourcing new opportunities and potential clients. This role feeds into the strategic direction of the organisation.

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They will be responsible for leading the Events team of three, comprising the Head of Events, Events Manager (1.0FTE) and Events Officer (0.4FTE).

KEY RESPONSIBILITIES

Strategic planning

- Work on strategy with the Executive Team to maximise value from all output, alongside developing new business opportunities that increase income generation and return on investment.
- Be an active contributor to the capital project team, identifying new business revenue opportunities and implementing strategy to see these ideas realised and to maximise income post-completion.
- Develop and implement a Hires Strategy, informed by competitor analyses, in order to maximise opportunities for earned income, whilst managing the use of space alongside a busy creative programme.
- Further develop case studies and research on new and repeat corporate business to target key bookers and increase revenue.
- Develop and implement the process and policies needed to deliver a successful events operation.
- Lead by example in maintaining service standards, ensuring compliance with Health and Safety, Licensing Laws, Codes of Safe Working, and other legal regulations.
- Oversee the use of Artifax to create a data / admin process strategy which informs decisions around event delivery, hires pricing, resources and expenditure.
- Lead on the overall systems strategy for Artifax (CRM), maximising efficiency of databases and ensuring return on investment, by conducting internal training, project managing changes and updates, and ensuring the system is being utilised to its greatest effect.
- Contribute to the strategic relationships with the various administration systems (Artifax, Spektrix, Sage, RotaCloud) as part of Data Insight group.
- Work closely with the Executive Team on business planning and policy reviews with reference to hires and sales.
- Ensure relevant Art Council England's Investment Principles actions are completed working with the Executive Team.

Events

- Line manage the Events Manager.
- Support the Events Manager to create proposals and put together all event costings/budgets for clients. Identify opportunities to maximise income and contribution.
- Oversee the co-ordination of the Events Team to increase efficiencies across the department, regularly reviewing methods of communication to ensure all event details

are recorded, reported, and displayed in a clear, concise manner and delivered to exceed guest expectations.

- Ensure all events are correctly booked into the Artifax system, data protection requirements are addressed, and the contracting and invoicing of all events activity is completed.
- Ensure suitable and sufficient method statements and risk assessments are provided by clients and reviewed internally as necessary to ensure that events are managed safely in compliance with Health and Safety and fire regulations, licencing restrictions, and Rich Mix's policies.
- Develop and manage the feedback and complaints procedure of all hires activity.
- Chair the Events Operations Meeting, ensuring effective communication with operational management throughout the event planning process and that teams have a full understanding of client requirements across all departments.
- Work with Programming, Ops and other teams to develop, share and improve operational systems, delivery and customer service, identifying opportunities for earned income.

Sales and Finance

- Plan and manage the Events department's annual budget.
- Proactively manage a sales pipeline, from the generation of new enquiries, through to referral and repeat business., using networks and research to expand client base.
- Form and maintain strong relationships with new and existing partners and clients developing a database of industry leads.
- Become an expert on Rich Mix's offer and be able to pitch effectively to current and potential customers.
- Ensure sales and occupancy targets are being met by the Events Team and continually evaluate and monitor hires sales data.
- Have oversight of sales strategies, business development initiatives and client relationship solutions, as developed by the Events Manager
- Work with the Marketing Team and the Events Team to devise campaigns which increase income.
- Work with the Development Manager to increase corporate support for Rich Mix's charitable activity
- Build and maintain relationships with external suppliers, stakeholders and business networks, and negotiate with external service providers to ensure value for money and service levels maintained.
- Collate and report data to the Finance Team for revenue, and costs and sales analysis.
- Represent Rich Mix with external stakeholders and the wider creative sector, building

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constructive relationships to further the work and business potential of the organisation.

- Provide reports, project plans, budgets and other papers as required for the Board, funders, partners, potential sponsors and the Rich Mix Executive Team.

General

- Undertake any other duties commensurate with the status of the role and in keeping with its overall purpose, as requested by the CEO.
- Attend a range of Rich Mix events.
- Ensure Rich Mix's policies as outlined in the Staff Handbook, including Equality, Diversity and Inclusion and Environmental Policies, are implemented and reflected in all aspects of the work.
- Actively contribute to Rich Mix's culture of diversity and inclusivity.

PERSON SPECIFICATION

Essential skills, knowledge and experience

- At least three years previous experience of managing a commercial events function in an organisation.
- Experience of working in a demanding and profit-driven business, sales or marketing environment.
- Experience of empowering, managing and optimising a team with measurable KPIs and outcomes.
- A proven track record in implementing and managing account plans and delivering financial targets, budgeting, monitoring and reporting.
- Experience of proactive marketing strategies, specifically in hires and events and the ability to demonstrate good knowledge of the industry and markets in which Rich Mix operates.
- Experience and a strong working knowledge of Artifax Event software.
- An aptitude for sales and spotting business opportunities.
- Excellent project management, organisation, planning and coordination skills.
- Considerable experience of developing and managing relationships effectively with multiple stakeholders at all levels.
- A good team worker, with proven experience of multi-tasking and delivering to tight timelines, with the ability to work well individually and as part of a wider team.
- Excellent written and verbal communication skills; ability to motivate and influence through communications.
- Excellent administration / IT and planning skills (proficient in Word, Outlook and Excel).



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Desirable skills, knowledge and experience

- Experience of working at a senior level in an arts or charity setting
- Change management skills
- Experience of working in a technical production environment

PLEASE NOTE

This job description reflects the requirements of Rich Mix in June 2022. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

HOW TO APPLY

Please complete an **Application Form** and an **Equal Opportunities Monitoring Form** and send both to Joanne Williams, Executive Coordinator, at recruitment@richmix.org.uk by 9am, Friday 8 July. Please ensure you include '[Your first name] [Your surname]: Head of Events and Sales' in the subject line.

There is no need to send a CV, cover letter or other supporting documents.

Please note that your Equal Opportunities Monitoring form is not shared with the hiring panel.

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from people of colour and candidates who self-identify as disabled.

If you would like this in a different format, please contact recruitment@richmix.org.uk.

-END-

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