

## JOB DESCRIPTION – Events and Sales Coordinator

Job title	Events and Sales Coordinator
Salary	£25,480 – £28,000 per annum
Location	Rich Mix, 35-47 Bethnal Green Road, London E1 6LA
Line managed by	Events and Sales Manager
Contract type	Full-time. Permanent.
Hours	35 hours per week (5 days), excluding one hour per day for lunch Some flexible working required to include evenings and weekend events out of office hours
Annual leave	25 days per annum, rising by one day per year to a maximum of 30 days. Plus bank holidays.
Probation period	Three months
Notice period	One month's notice in writing on either side on successful completion of probation.
Start date	April 2024
Deadline for applications	4pm, Wed 10 Apr 2024
Interview dates	Week commencing 15 Apr 2024

## 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.

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.

### 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

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.

[richmix.org.uk](http://richmix.org.uk) / [@RichMixLondon](https://www.instagram.com/RichMixLondon)

## PURPOSE OF THE ROLE

The **Events and Sales Coordinator** is responsible for providing administrative support and operational co-ordination for the events and sales team and all private hires business.

Working in a busy events department within a multi-purpose arts venue, the Events and Sales Coordinator role is predominantly office based with the occasional requirement to be onsite during events that may be outside office hours and at weekends.

Reporting to the Events and Sales Manager, the Events and Sales Coordinator deals with a range of events including conferences, private screenings, weddings, boardroom meetings, artistic hires, and film and television production and contributes to meeting the ambitious sales targets for private hires at Rich Mix.

## KEY RESPONSIBILITIES

### Coordination

- Planning, scheduling, coordination, production and delivery of hires event activity onsite.
- Assist and support the Private Hires and Operations teams in their daily duties as required
- Full coordination of onsite events resources including all hires equipment and furniture, ensuring stock lists are up to date
- Advise the Events and Sales Executive on hires matters
- Deputise for the Events and Sales Executive by chairing the weekly events meeting when necessary

### Administration

- Handle reactive sales enquiries and identify possible new clients to contribute to overall private hires income targets
- Conduct venue tours for new and existing clients, and process bookings and data entry in accordance with existing systems and procedures
- Provide event details to the Operations and Technical team by attending a weekly events meeting and maintain strong coordination and communication between

departments ahead of events

- Ensure all proposals, client communication and event costings/budgets for clients are of the highest standard
- Support the Events and Sales Executive with Artifax administration, troubleshooting, updating and running reports where required

## Finance

- Raise pro forma and final invoices, following up payments with the Finance Team to ensure accounts are reconciled pre and post event.
- Inform Head of Events and Sales of any financial issues, outstanding client payments or request changes to the standard financial payment plan

## Sales

- Consistently negotiate the best deals for Rich Mix to ensure value, income and contribution are maximised. Gain approval for special offers, discounts, and refunds as appropriate for clients from either Head of Events and Sales or Events and Sales Executive
- Coordinate with Events and Sales Executive on a day-to-day basis regarding how enquiries are received, handled and converted in line with occupancy targets, identifying opportunities to maximise hires income
- Work with the Private Hires and marketing teams to develop sales strategies, business development initiatives and client relationship solutions, including pricing promotions, image/brand and profile in consultation with the marketing team
- Conduct research and build databases of key target sectors as required

## Relationships and Networks

- Maintain external supplier, stakeholder and network relationships, updating information and keeping them informed of changes and bookings
- Work alongside the Operations team to ensure all work is carried out in accordance with hire agreements, licensing restriction and regulations, and health and safety and fire regulations
- Actively collect and analyse event feedback to ensure high standards are maintained, and where possible exceeded

## General

- Undertake any other duties commensurate with the status of the role and in keeping with its overall purpose, as requested by the Head of Events and Sales.
- 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 two years' experience of working within an events function in an organisation
- Experience of working in a demanding and profit-driven business, sales, or marketing environment
- Experience of working to and delivery of departmental and individual KPIs
- An aptitude and passion for sales and events
- Experience and a strong working knowledge of Artifax software or alternative CRM system
- Demonstrably good knowledge of the events industry and markets in which Rich Mix operates.
- Excellent organisation, planning and coordination skills
- Considerable experience of developing relationships effectively with multiple stakeholders at all levels
- A positive and flexible personal and professional approach
- Strong team working ability, 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.
- Ability to work well under pressure and prioritise multiple tasks and events
- 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)

### Desirable skills:

- Experience of working in an arts or charity setting
- Experience of working in a multifunctional event space

**PLEASE NOTE:** This job description reflects the requirements of Rich Mix in March 2024. The role and duties of the post are subject to change in line with 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 the [online application form](#) by **4pm on Wed 10 Apr 2024**.

Please include your name in the filename of your attachments and ensure that your attached files are in PDF or Word format.



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CULTURE FOR A CHANGING CITY



Please note that your Equal Opportunities Monitoring information 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 job description in a different format, please contact [recruitment@richmix.org.uk](mailto:recruitment@richmix.org.uk).