

## JOB DESCRIPTION – Events and Sales Coordinator

<b>Job title</b>	Events and Sales Coordinator
<b>Salary</b>	£25,480 – £28,000 per annum
<b>Location</b>	Rich Mix, 35-47 Bethnal Green Road, London E1 6LA
<b>Line managed by</b>	Events and Sales Manager
<b>Contract type</b>	Full-time. Permanent.
<b>Hours</b>	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
<b>Annual leave</b>	25 days per annum, rising by one day per year to a maximum of 30 days. Plus bank holidays.
<b>Probation period</b>	Three months
<b>Notice period</b>	Two months' notice in writing on either side on successful completion of probation.
<b>Start date</b>	April 2024
<b>Deadline for applications</b>	4pm, Wed 10 Apr 2024
<b>Interview dates</b>	Week commencing 15 Apr 2024

## HOW TO APPLY

Please apply using our online application form, which includes a question about how your skills and experience make you a suitable candidate for the role. You will also be asked to upload your CV.

We will review all applications and score these against the essential criteria listed in this job specification to achieve a shortlist of people we will then invite for interview. Please let us know if you require further information, support with access requirements or an informal chat about the role.

Please email us at [recruitment@richmix.org.uk](mailto:recruitment@richmix.org.uk) if you would like to submit your application in a different format or if you experience any difficulties with the form.

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 A CHARITY. ALL OUR PROFIT SERVES OUR MISSION.**



35-47 BETHNAL GREEN ROAD  
LONDON, E1 6LA  
020 7613 7498  
RICHMIX.ORG.UK  
@RICHMIXLONDON

CULTURE FOR A CHANGING CITY



## 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 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.

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

## PURPOSE OF THE ROLE

The Events and Sales Coordinator is responsible for the sales and operational co-ordination of all private hires contracted to Rich Mix by them. They will provide a strong sales process, identifying client needs, upselling where possible and develop a strong understanding of operational aspects of the building to ensure all hires events are delivered to the standard expected.

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.

The role is predominantly office based with the occasional requirement to be onsite for events that may be outside normal office hours, including weekends.

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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

## KEY RESPONSIBILITIES

You will be responsible for planning, scheduling, co-ordination, production and delivery of hires events activity onsite – working within a team of three and driving sales to contribute to the wider organisational budget and meet sales targets set by the Events and Sales Manager.

You will also support the Operations team in their daily duties to contribute to the smooth running of hires events and the co-ordination of the onsite resources, including technical equipment and furniture.

### Sales

- Driving sales by responding to incoming enquiries and researching and sourcing new business. Continually negotiate the best deals for Rich Mix to ensure value, income and contribution are maximised.
- Gain approval for special offers, discounts and refunds, when required, from the Events and Sales Manager.
- Report to the Events and Sales Manager on a day to day basis on how enquiries are received, handled and converted in line with occupancy targets, identifying opportunities to maximise income.
- Work with the team and the Marketing team to develop sales strategies, business development initiatives and client relationship incentives, including pricing promotions and image/ brand profile.
- Undertake research and build databases of key target sectors and businesses.

### Co-ordination

- 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 co-ordination of onsite events resources including all hires equipment and furniture, ensuring stock lists are up to date.
- Advise the Events and Sales Manager on hires matters.

### 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.

## CULTURE FOR A CHANGING CITY



- Support the Events and Sales Manager 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 the Events and Sales Manager of any financial issues, outstanding client payments or request changes to the standard financial payment plan

### 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 Events and Sales Manager
- 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, preferably in the arts or charity sector.
- 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)

**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.

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.

If you would like this job description in a different format, please contact [recruitment@richmix.org.uk](mailto:recruitment@richmix.org.uk).