

DULWICH
PICTURE
GALLERY

WORK WITH US

Commercial Events Manager
Job information pack

JOB DESCRIPTION

Job Title:	Commercial Events Manager
Working hours:	Full time; 40 hours per week, including frequent evening and weekend Event Management as required.
Term:	Permanent
Salary:	Band C £25,000 – £30,000 per annum
Department:	Commercial
Reports to:	Head of Commercial
Works closely with:	Head of Commercial, Site & Operations, Visitor Services, Communications Department, Programme & Engagement Department, Accredited External Suppliers, External Clients, External Contractors & Freelancers
Application deadline:	11.59pm, 21 January 2022

ABOUT THE ROLE

The Commercial Team are responsible for generating sustainable commercial income in order to financially support Dulwich Picture Gallery's dynamic programme of exhibitions and public engagement.

Reporting to the Head of Commercial, as part of Dulwich Picture Gallery Enterprises Limited, the Commercial Events Manager is responsible for the sales, coordination and delivery of all Venue Hire and Commercial Events for Dulwich Picture Gallery, achieving ambitious income targets whilst delivering outstanding client experiences and enhancing the reputation of the Gallery as a unique events venue.

The role will include frequent evening and weekend Event Management as required, with hours flexibly compensated as Time Off In Lieu.

KEY OBJECTIVES

- Secure Venue Hire income against annual targets, maximising all income opportunities
- End-to-end ownership, coordination and event management of Dulwich Picture Gallery Venue Hire and Commercial Events, including: Weddings & Civil Ceremonies, Corporate Events, Tours, Conferences, Filming & Photography, Book Launches and Ticketed Events
- Deliver outstanding client services and manage strong relationships with accredited suppliers
- Enhance the reputation of Dulwich Picture Gallery as a unique events venue

MAIN DUTIES

Venue Hire

- Effectively sell, coordinate and deliver all Venue Hire events on behalf of the Gallery including: Weddings & Civil Ceremonies, Corporate Events, Drinks Receptions, Tours and Conferences
- Effectively sell, coordinate and deliver the Location Hire of the Gallery for the purposes of Filming & Photography
- Successfully negotiate venue sales and manage quotation and contract processes
- Ensure all contractual, technical and logistical requirements for events are met, ensuring that the highest production and presentation standards are achieved for each client

Commercial Events

- Effectively sell, coordinate and deliver internally programmed, income-generating events including: music performances, outdoor theatre, book launches & lectures, markets & fairs, yoga and craft workshops
- Support the Head of Commercial in identifying new activities and facilitators to enhance the calendar of income generating events

Client Relations

- Manage the Events Inbox and telephone enquiries, promptly following up sales leads and providing quotes, package recommendations, and issuing contracts
- Host site visits for clients, showcasing the venue spaces and services to maximise conversion
- Build and maintain effective relationships with prospective clients to gain business and with existing clients to attain repeat business and referrals
- Efficiently manage customer feedback, promptly resolving any issues



The 2019 Pavilion 'The Colour Palace'

Supplier Management

- Build and maintain strong relationships with the Accredited List of Suppliers, ensuring they are meeting client needs, maintaining the Gallery's standards of service and safety, and meeting Service Level Agreements
- Host pre-event supplier meetings, ensuring the alignment of activity between internal Event Sheets and external Job Sheets
- Identify gaps in the Accredited List of Suppliers and research new supplier opportunities, supporting the Head of Commercial in the annual review of suppliers

Finance and Administration

- Book all activity in the Gallery shared calendars
- Maintain the Event Finance Tracker with up-to-date booking and invoicing information
- Produce detailed Event Sheets to be followed by internal team and external suppliers
- Manage client administration including: provisional hold forms, contracts, invoices, and event sheets
- Manage supplier administration including: risk assessments and insurance documents, supplier agreements, commission invoices and job sheets

Event Delivery

- Working with the Visitor Experience Manager and Site Manager, schedule Duty Managers, Gallery Assistants and Security Officers as required per event
- Deliver high-quality, detailed pre-shift briefings before every event to ensure smooth running and a high level of service is provided
- Be the main point of contact for all Clients and Suppliers during an event
- Anticipate, negotiate and solve problems to ensure the successful running of events
- Keep all Gallery staff informed of forthcoming events and their potential impact on the Gallery's operation
- Support in delivery of inter-departmental events as required, such as Opening Receptions and Gallery Lates

Health, Safety and Licensing

- Ensure all events adhere to the terms of the premises licence and the Gallery Code of Conduct, including finishing times and noise management plans
- Apply for Temporary Event Notices as required
- Ensure all licences are maintained, including personal licences and marriage licences
- Create event-specific Risk Assessments as required, approved by the Site Manager
- Ensure supplier Risk Assessments & Method Statements and Public Liability Insurance documents are kept up to date
- Ensure compliance with all Gallery policies including fire, health and safety, food safety, risk assessment, data protection, security, welfare and equality

Marketing & Communications

- Working with the Communications team, initiate and maintain sales and marketing activities that position the Gallery as a premier destination for events
- Keep the Venue Hire pages of the Gallery website and external promoter websites up to date, and manage social media profiles
- Establish and develop relationships with venue finding organisations, corporate clients, creative communities and the local community
- Liaise with the Development team to upgrade event clients to become supporters or sponsors where applicable

PERSON SPECIFICATION

- Proven experience in an Event Sales and Event Management role
- Highly motivated and target driven, with a demonstratable record of achieving financial goals
- Excellent customer care with a drive to exceed client expectations
- Excellent verbal and written communication
- Ability to think creatively and anticipate, negotiate and solve problems to ensure the successful running of all events
- Excellent organisational and time management skills with the ability to work well under pressure and to tight deadlines
- Ability to work comfortably with a wide range of clients, contractors and colleagues at all levels with a team mentality
- Excellent ICT skills, including Outlook, Sharepoint, Word, Excel

Desirable Attributes...

- Experience managing events in a unique cultural venue such as a Gallery, Museum or Heritage site
- Knowledge of ticketing systems such as Tessitura
- Personal licence holder
- First Aid trained
- InDesign skills

ADDITIONAL INFO AND HOW TO APPLY

Annual Leave:

25 days' holiday per year, statutory Bank Holidays. The Gallery also offers all staff two discretionary bonus days as well as their birthday as annual leave.

Pension:

The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008.

Salary:

£25,000 – 30,000 per annum dependent on experience.

Benefits

- Flexible and remote working (this can be requested and is at the discretion of the line-manager and within the constraints of the role).
- Discount in the Gallery shop and café.
- Interest free season ticket loan and cycle to work scheme.
- Part of the reciprocal arrangement with free entry to many museums and galleries across London.

How to apply:

The deadline for applications is 21 January 2022 11.59pm.

To apply, please send your CV and a covering letter to recruitment@dulwichpicturegallery.org.uk and complete this anonymous [Equality, Diversity and Inclusion Monitoring Form](#). We value the perspectives that you can bring. In your covering letter let us know how your skills and experiences, from wherever you have come from, will bring benefit to the role and the team.

We are happy to support with any resources and adjustments for anyone who needs it, to make applying for this role easier. In your application please do let us know how we can support you; this will not influence your application.

At Dulwich Picture Gallery, we recognise our responsibility to provide meaningful and relevant experiences for everyone. We welcome applications from applicants with experience of working, living or studying within our key priority boroughs of Southwark, Lambeth and Lewisham, and are particularly keen to hear from candidates who identify as Black, Asian and minority ethnic, disabled and/or people from lower socio-economic backgrounds, as these groups are currently underrepresented in our organisation and reflect our local community.



Dane Hurst at Dulwich Picture Gallery 2018

OUR CULTURE

Dulwich Picture Gallery, founded in 1811, is the world's first purpose-built public art gallery. We care for and display our outstanding collection of Old Master paintings within Sir John Soane's pioneering architecture. As an independent gallery, we remain true to our founders' purpose of presenting art 'for the inspection of the publick' by engaging as many people as possible, of all ages and backgrounds, through our innovative interpretation and dynamic programme.

Our Mission

To maximise Dulwich Picture Gallery's unique potential - its building, art, grounds, people and location - for future generations.

Our Vision

To be an inspirational cultural retreat unlocking fresh perspectives through the art of the past. Our site-wide creative experiences provide time-out from a chaotic world, empowering visitors to forge meaningful connections by finding themselves in art.

Our Values

We are:

Caring

We care for our collection, our audiences, our communities and each other

Risk Taking

We are ambitious and agile, valuing creativity and considered experimentation

Collaborative

We are open and communicative, creating and sharing opportunities through partnerships and projects.