

JOB TITLE: Hospitality & Events Manager	REPORTS TO: Senior Hospitality & Events Manager
FUNCTION: Hospitality & Events	DEPARTMENT: Hospitality & Events
JOB PURPOSE: To be part of the Hospitality & Events team in delivering the highest calibre events, commercial filming projects and pop-up hospitality experiences at the National Gallery in line with the strategic plan and annual sales targets. To lead on operational projects and problem-solving to ensure a professional, efficient, consistent, and considerate approach to running hospitality and events activity at the National Gallery.	

Key Accountabilities	Key Activities / Decision Areas
1. Venue Hire, Filming & Commercial activity	<ul style="list-style-type: none"> ▪ Working with the Head of Gallery Events and the team to reach financial targets. ▪ In line with standard service levels, cultivate relationships with venue hire and filming clients/agencies to convert enquiries into profitable new and repeat business. ▪ Respond to sales enquiries with a detailed, accurate and professional proposal within a defined timescale. ▪ Manage the entire booking process using the team's CRM database and other reporting documents. ▪ Be proactive in developing client relationships to secure repeat and referral bookings, ensuring that all prospects, clients and suppliers are kept informed about opportunities at the Gallery. ▪ Support the Head of Gallery Events with researching and delivering a proactive sales plan for our target markets. ▪ Assist the Head of Gallery Events in the delivery of marketing plans including planning and organising promotional events and identifying content for online platforms. ▪ Up-sell and cross-sell where possible and appropriate. ▪ Assist the Head of Gallery Events in the development and implementation of pop-up commercial activity.
2. Corporate Membership Event Delivery	<ul style="list-style-type: none"> ▪ Work with the wider Events team on the delivery of corporate member and sponsor event benefits, ensuring a high level of client service and advice. ▪ Build and maintain collaborative working relationships with the corporate team, ensuring that key stakeholders are updated on activities and challenges. ▪ Manage several corporate member events in their entirety, from planning to completion.
3. Venue Hire and Filming Operations	<ul style="list-style-type: none"> ▪ Communicate effectively with all those involved in the delivery of events and hospitality activity from circulating factsheets, schedules and briefings, to hosting meetings with clients and contractors and liaising with other Gallery departments as required, minimising disruption to the day-to-day activities of the Gallery. ▪ In liaison with Security have responsibility for the safety of the building and the Collection during events, ensuring contractors and related parties are thoroughly briefed and comply with Gallery policies and procedures. ▪ In liaison with Gallery operations teams ensure that the venues are always maintained to an excellent presentational standard. ▪ Foster strong working relationships with external contractors and suppliers and participate in contract negotiations as required. ▪ Work with the Head of Gallery Events to contribute to the Gallery's robust operational policies and procedures including handling bespoke requests, being creative and diplomatic with proposed solutions within the framework set for events and filming at the Gallery. ▪ Contribute to the dispersal of operations policies and advice within the Gallery through cross-departmental meetings and projects as required. ▪ Take responsibility for the smooth running of your events and location filming, including submitting a risk assessment, ensuring all necessary documentation has been collated, managing any staff and suppliers required for the event to ensure they are following agreed procedures, and problem-solving before, during and after events as required, and to deliver and oversee events and filming as the business demands which may include weekend working.
4. Financial	<ul style="list-style-type: none"> ▪ Support the Head of Gallery Events with the management of budgets, preparing figures and analysis. ▪ Issue event quotes and contracts, ensuring clients are invoiced promptly and that financial information is recorded accurately. ▪ Follow up invoices as required to ensure monthly reports are accurate and all accruals recorded.
5. Processes	<ul style="list-style-type: none"> ▪ Develop, manage and maximise the use of various systems including Artifax,

	<p>Raiser's Edge and the Events Report with the Head of Gallery Events.</p> <ul style="list-style-type: none"> Ensure service level standards, departmental and Gallery policies and procedures are maintained in accordance to guidelines and recommendations, suggesting improvements and efficiencies as appropriate.
6. Brand Ambassador	<ul style="list-style-type: none"> Act as a brand ambassador and raise the Gallery's event profile by providing the highest possible levels of customer service throughout the sales process. Support the Head of Gallery Events in building a high calibre reputation in the events and filming marketplace by widely promoting the Gallery as a commercial venue at our own and other key industry events. Work closely and collaboratively with suppliers to develop policy and joint marketing initiatives.
7. Team participation	<ul style="list-style-type: none"> Contribute to the researching and sharing of current information on the venue hire and filming markets as well as relevant competitors to ensure the Gallery maintains a competitive advantage. Participate in maintaining current and accurate knowledge of all National Gallery Company and National Gallery related activity, such as retail products for upsells and upcoming exhibitions. Support colleagues in delivering National Gallery's values at all times to ensure a positive and efficient working environment. Contribute to the teams shared KPIs. With the Head of Gallery Events, ensure key Gallery stakeholders are made aware of VIP clients, unusual bookings and opportunities that may benefit other teams.

Role Dimensions	
Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
Signing authority to be advised	<ul style="list-style-type: none"> National Gallery management and staff, National Gallery Company management and staff, external clients, suppliers and gallery visitors.

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> Excellent customer service skills including clear and engaging verbal and written communication. Ability to work within tight deadlines and manage successfully a busy and varied workload. Evidence of negotiation skills with clients, suppliers, internal and external stakeholders. Highly efficient and organised with excellent event/filming planning and time management skills. Positive, flexible and enthusiastic approach to working with other organisations and individuals, being transparent, composed and objective at all times. A team player and capable of managing upwards and of driving projects and people forward. Forward and outward thinking and keen to grow knowledge, anticipate and respond to trends, share ideas and seek out new opportunities. Dedication to and interest in the Gallery and the wider cultural sector. 	<ul style="list-style-type: none"> Knowledge of the unique venue market and/or equivalent event sales & operational experience. Knowledge and experience of working with filming clients and managing location shoots. A proven track record in successful business development in event hire and filming including knowledge of unique selling points. Experience with composing risk assessments with knowledge of Health, Safety, Risk and Legal regulations relevant to events and filming. Strong IT skills including MS Office and Artifax (or equivalent CRM database management).

The Promise Performance Behaviours (9)				
Passionate	Engaging	Polite	Positive	
Patient	Approachable	Adaptable	Consistent	Professional

Organisation Structure for role and department

