



## Events Executive

### About Sadler's Wells

Sadler's Wells is a world-leading arts organisation, dedicated to presenting, producing and touring dance made today in all its forms. Sadler's Wells commissions, presents and produces more dance than any other theatre in the world – from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. With an innovative, year-round programme of performances and learning activities, this is the place where artists come together to create dance, and where we welcome everyone to experience dance and be inspired.

Dance has the ability to connect with people both intellectually and emotionally and Sadler's Wells' vision is that dance is part of everyone's life. We want to make sure that dance continues to have something new to say but also that it continues to stimulate the way we think about the world around us.

Over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17<sup>th</sup> century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsals studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' staff.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

### Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop academy. A major fundraising campaign is being developed in order to realise both capital and revenue requirements and open the new theatre in 2022.

## **The Department**

The Catering and Events team, part of the Visitor Experience Department, is responsible for selling, coordinating and delivering excellent catering and events.

## **Key responsibilities**

- Generate a level of sales and profit as set in the annual budget.
- Oversee and manage hire of the venue spaces from initial enquiry to event execution.
- Achieve high customer satisfaction and repeat business through excellent client management and customer service.
- Work closely with the catering team to ensure a seamless delivery of all events.
- Deputise for the Events Manager when necessary.

## **Client Management**

- Develop key accounts for the venue and maximise external revenue potential.
- Maintain and strengthen existing client relationships.
- Respond in a timely manner to all enquiries.
- Conduct site visits as required.
- Attend networking events and exhibitions.

## **Sales and Marketing**

- Assist in business development and delivery of sales strategies.
- Assist in production and delivery of annual sales and marketing plan.
- Secure and increase hire income as well as food and beverage revenue.
- Design initiatives to drive new business.

- Undertake regular benchmarking and to stay abreast of industry developments.
- Develop relationships with product and exhibition providers, agencies, etc.

### **Database Management**

- Manage use of the Artifax software programme ensuring this is up-to-date at all times.

### **Event Management**

- Manage day-to-day events operations, ensuring client's satisfaction and repeat business.
- Ensure information for each event is distributed internally and in a timely manner.
- Ensure all event administration such as contracts, deposits, final invoicing etc. is completed according to set standards and timelines.
- Ensure H&S is adhered to at all times and that clients are made aware of these.

### **Financial**

- Assist in building Events budgets.
- Deliver on financial targets with particular focus on corporate hire and main theatre bookings.
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility – including yield management of space.
- Regularly review suppliers to ensure the most competitive are used without compromising quality standards.
- Raise accurate invoices and ensure payments are received prior events taking place as per hire contracts.

### **Other Duties**

- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours.
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equal Opportunities and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises.

*THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.*

## **What we are looking for**

The successful applicant will demonstrate the following skills, experience, and personal qualities:

### **Essential**

- Substantial relevant experience in event sales and management, in particular corporate hire and new business development
- Previous venue experience
- Excellent negotiation, communication and interpersonal skills
- Experience of setting and achieving high standards of customer service
- Experience of financial management and budgeting events
- Computer literacy (including MS Office Word, Excel and Outlook) with database skills
- Ability to work accurately under pressure
- Willing and able to work both strategically and be hands-on when required
- Flexible approach to working hours

### **Desirable**

- Experience of working in a performing arts venue
- Catering experience
- Knowledge of Artifax Event

## **Terms and conditions**

Salary is circa £29,000 per annum, dependent on experience, based on working 35 hours over five days per week, plus an additional paid meal break each day

Annual leave entitlement is 5 weeks for each Holiday Year. If you complete five years' service with the Trust, your holiday entitlement will increase to 5.6 weeks per annum

If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme

The company offers interest-free season ticket loans

The company offers a childcare voucher salary sacrifice scheme

The company has a Death in Service insurance policy covering twice the annual salary

The company offers a Cycle to Work salary sacrifice scheme

The company encourages attendance of performances at both theatres with a discretionary allocation of tickets to employees (subject to availability)

## **Making an application**

A Job Description and Person Specification are included in this document. Read this carefully and if you are still interested in applying for the position shown above, please complete the online application form.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

**Please submit the online application form by 11.59pm on Sunday 28 January 2018.  
Late applications will not be considered.**

**Interviews will take place week commencing Monday 5 February 2018.**

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