

SADLER
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Sadler's Wells
Events Executive



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Welcome

Thank you for your interest in joining Sadler's Wells. We hope that it will be a great opportunity for you in your own career.

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and create dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things is part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

This role will offer you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world-class arts organisation.



Background Information

Sadler's Wells is a world-leading creative 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.

Our aim is to reflect and respond to the world through dance: enabling artists of all backgrounds to create dance that moves us and opens our minds; sharing those experiences with the widest possible audiences to enrich their lives and deepen their understanding of what it means to be human.

In normal times, 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 17th century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' colleagues.

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 theatre academy, all planned to open by the end of 2023.

The Department

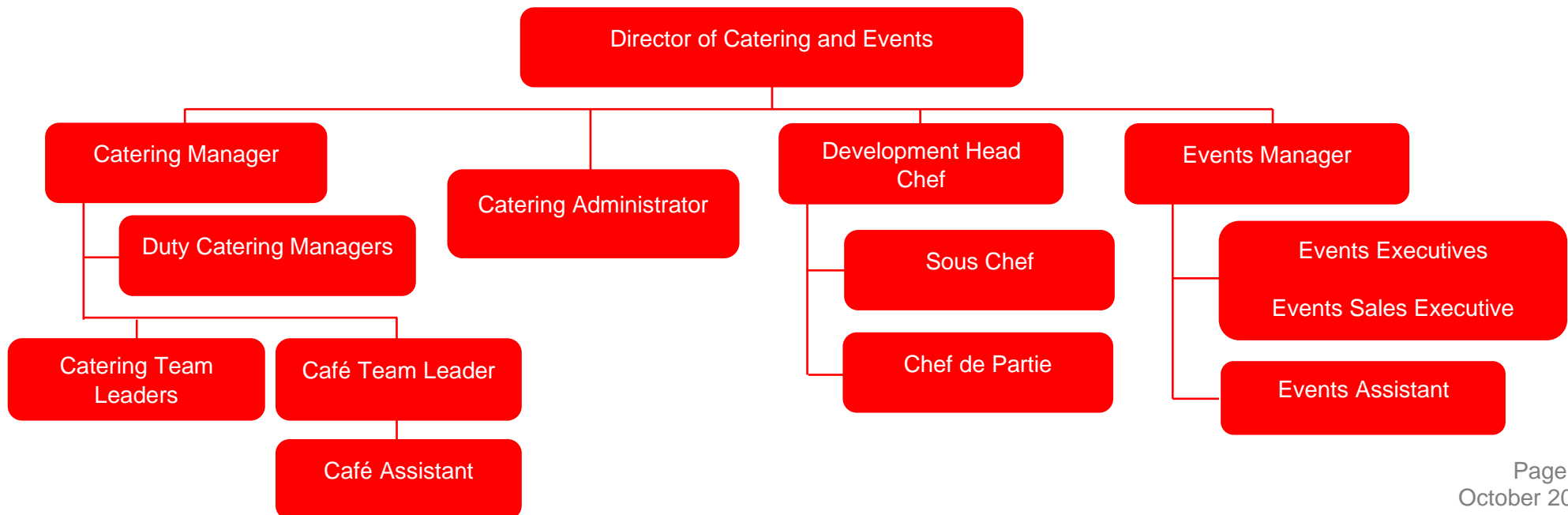
The Catering and Events Department is responsible for the external hire of the venue and delivering all food and drink services throughout Sadler's Wells and The Peacock Theatre to create a memorable experience, with the focus on maximising profit and excellent customer journey.

The Role

The key responsibilities of the Events Executive include:

- Generating a level of sales and profit as set in the annual budget
- Overseeing and managing hire of the venue spaces from initial enquiry to event execution
- Achieving high customer satisfaction and repeat business through excellent client management and customer service
- Working closely with the catering team to ensure a seamless delivery of all events
- Deputising for the Events Manager

The Catering and Events department:



What are my responsibilities?

Client Management

- Develop key accounts for the venue and maximise the 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 relationship with product and exhibition providers, agencies, etc.

Database Management

- Manage use of the Artifax software programme ensuring this is up to always to date

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 administrations such as contracts, deposits, final invoicing etc. is completed according to set standards and timelines
- Ensure health and safety is always adhered to and that clients are made aware of any relevant guidance.

Financial

- Assist in building Events budgets
- Deliver on financial targets with particular focus on the Lilian Baylis Studio hire
- 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

General

- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours
- Undertake other duties as may be reasonably required
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equality, Diversity and Inclusion 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' premise

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.

Who should apply?

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

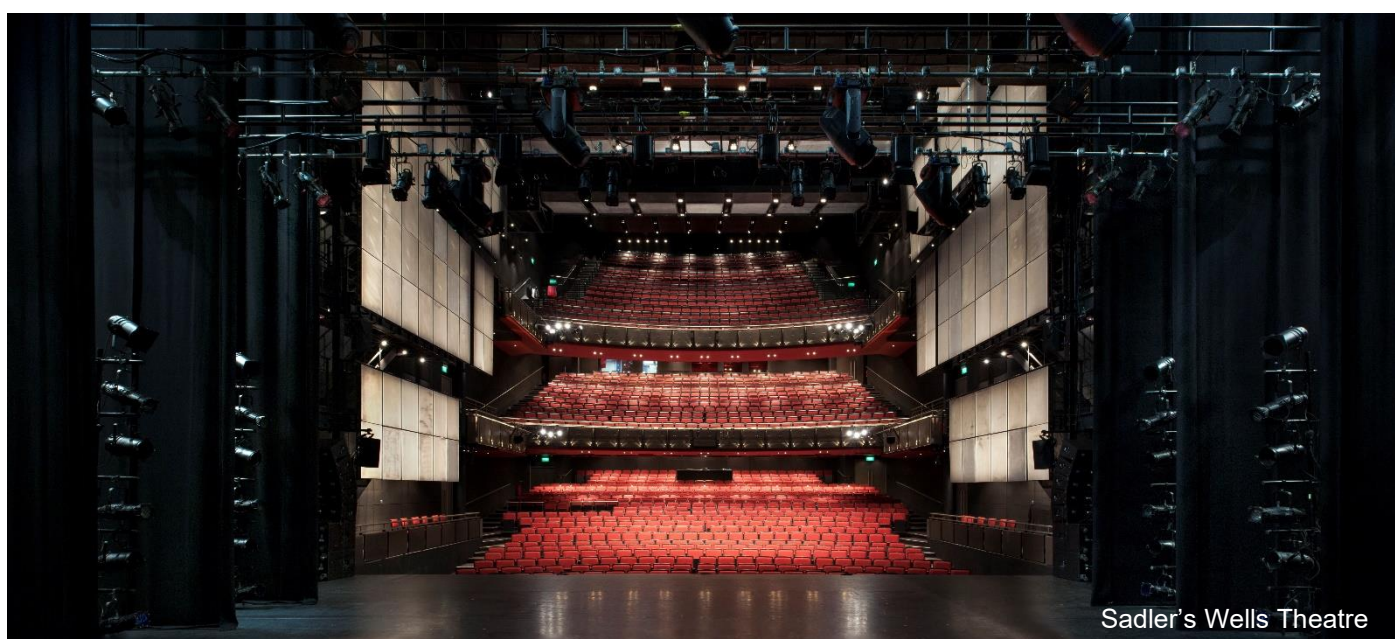
Skills and Experience

Essential

- Proven track record and substantial relevant experience in event sales and management
- Previous venue experience
- Strong understanding of logistics and operations with the ability to handle unforeseen challenges
- 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 with excellent attention to detail and ability to prioritise
- Willing and able to work both strategically and be hands-on when required
- Flexible approach to working hours
- Must currently hold the right to work in the UK

Additional, but not essential

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



Sadler's Wells Theatre

Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

- You will be offered a salary of £30,000 per annum based on a 35-hour working week, plus an additional paid meal break each day.
- You will get 25 days annual leave per annum, with an additional three days after five years' service.
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our Employee Assistance Programme (EAP) to support your wellbeing
- You will engage in learning and project opportunities to develop personally and professionally, and support your career journey
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We embrace a blend between home and office working, and we welcome a conversation about flexible working and your needs
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have several anti-racism commitments to make lasting changes in the way we work

Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on recruitment@sadlerswells.com.

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

**We welcome all applications by 11:59pm GMT on Tuesday 19 October 2021.
Interviews will take place in the week commencing Monday 25 October 2021.**

