

Commercial Development & Events Manager

Job Reference CDEM24

Reports to:	Head of Commercial
Responsible for:	Events VEA's / Volunteers
Contract type:	Permanent, full time – 35 hours per week <i>Post will involve regular evenings and weekends, bank holidays, along with early mornings and late evenings as and when the events schedule requires it.</i>
Key relationships:	CHGT staff and volunteers, Commercial partners, Development team, Community, Learning & Volunteer team, film agents & clients, corporate and events partners.
Salary:	£32,000 - £35,000 per annum

Role Summary

Chiswick House & Gardens Trust is looking for an entrepreneurial, strategic and commercially focused person to fill a key position within a small dynamic team. The Commercial Development & Events Manager role combines strategic planning, partnership cultivation, and event management to support our social and charitable mission while driving income growth and community impact.

In this role you will contribute to our mission by refining and developing our commercial strategy to align with our social, charitable and audience development goals. You will be responsible for growing our commercial income through securing corporate partnerships, events and filming opportunities, engaging our existing and new audiences.

This post requires commercial acumen, partnership development and a creative mindset with the proven ability to develop unique income generating experiences that celebrate and are sensitive to our Grade I listed gardens, buildings and are anchored by our mission.

The Organisation

Chiswick House and Gardens Trust (CHGT) cares for 65-acre Grade-I registered gardens, a 2-acre Kitchen Garden and 1,600 trees, surrounding a 300-year-old Grade-I listed historic house, in the London Borough of Hounslow in the heart of west London. Our gardens are free to visit and open every day, welcoming more than 825,000 visitors annually and playing a vital role in our community

We are a popular destination for dog walkers, families and those seeking fresh air in a beautiful environment. We host weddings, film and photography shoots, outdoor theatre and festivals which bring the community together. We are also committed to building our inclusive programme which encourages groups to come together to learn about nature, build confidence and aid wellbeing through a variety of gardening and creative activities. We have emerged from the pandemic with a refocused vision: to refocus Chiswick House & Gardens as a vital community asset, for everyone every day.

The Commercial team at CHGT is responsible for all our income generating activities from private venue hire, filming, partner events, retail, Café, admissions, retail, group tours and property management. We are a small team focused on building strong strategic partnerships to deliver our ambitious targets.

What We Can Offer

- A dynamic, fast paced and ambitious charity
- An exciting opportunity to work at a unique venue set in 65 acres of gardens.
- A friendly, collaborative and effective team that consistently produces an experience to delight our clients and local communities
- 25 days annual leave plus bank holidays with an option to purchase up to 5 additional days holiday
- An additional day off for your birthday
- 2 days volunteering allowance
- Paid overtime (if working on commercial events)
- Staff discount in Chiswick House Café and Shop
- Flexible working policy

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- Employee Pension scheme
- Cycle to work scheme

What you will be doing

Commercial and Income Generation Strategy

- Refine and develop our commercial and income generation strategy that aligns with our social and charitable mission and audience development objectives. Expanding existing and identifying new potential income through events, filming, sponsorships, and concessions.
- Work with the Visitor Engagement & Programme Manager to ensure our existing events programme, group tours, and visitor experiences attract our target audiences and are also financially profitable through ticketing and sponsorship partnerships.
- Research and develop new income generating activities that celebrate our unique heritage assets, beautiful gardens and social impact, working closely with our Visitor Engagement & Programme Manager to develop premium experiences.

Partnership Development

- Cultivate and manage partnerships with local businesses, corporate sponsors, and other cultural or educational organisations to increase the profitability of our existing events programmes as well as build our profile and expand our reach.

Event Management

- Manage your events to an exceptionally high standard and to maximise their potential, providing guidance and expertise of choice of space and site restrictions.
- Ensure our mission and values are given the necessary platform at all events to tell our story, mission and fundraising and membership acquisition efforts.
- Co-ordinate events in accordance with CHGT procedures and standards, including the management of suppliers and contractors.
- To establish excellent internal relations to ensure smooth and efficient delivery of events, to include regular liaison with Visitor Experience & Programme Manager, Head of Gardens & Facilities Coordinator.
- Set up and monitor the profitability of all events including internal resources.

Filming & Photography

- Be the first line of enquiry responding to filming enquiries in a timely manner & conduct filming recess with interested parties.
- Liaise with the VE team, Curator and Conservator for Chiswick House regarding filming/photography opportunities and staffing.
- Ensure filming/photography bookings are invigilated in accordance with CHGT procedures and standards.

Marketing

- Work closely with the Marketing team to guide the development of communications and marketing plans for all events, visitor experiences and commercial products ensuring they reach our target and new audiences.
- Support the Marketing team to work with all our commercial and event partners to ensure timely, high quality and on-brand event marketing.
- Contribute content for members newsletters with topical stories.

General Administration

- Provide general administrative support and deal with enquiries in the Trust's Estate Office and be self-administering.

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The core hours of work for this role will be 9am–5pm 5-days a week including evening and weekend working on a regular basis during open season. Event Duty Manager hours vary depending on the event.

Key Skills and Qualifications

- **Commercial and Strategic Acumen:** Experience in commercial or business development, ideally in cultural, tourism, or hospitality sectors.
- **Financial and Analytical Skills:** Proficiency in budgeting, financial forecasting, and data analysis to guide decision-making and strategy.
- **Relationship Building:** Strong networking abilities to foster collaborations with local businesses, sponsors, and tourism networks.
- **Creative and Innovative Thinking:** Capacity to spot new trends, unique products, or experiential offerings that appeal to a broad audience while generating revenue.
- **Marketing Knowledge:** Familiarity with marketing principles to help promote events and commercial products effectively.

You will be a polished, pro-active, and super-organised individual with experience of managing events for 2 or more years. You will have commercial and/or business development, event logistics and event administration experience, great organisation skills and impeccable attention to detail.

A proven ability to effectively interact with clients

- Service oriented style with professional presentation skills
- Effective in providing exceptional customer service
- Clear concise written and verbal communication skills
- Excellent organisational, interpersonal, and administrative skill
- Proficient in Microsoft applications and SharePoint

You'll have the ability to be a hands-on and hard-working team player who is a good multi-tasker who can hit the ground running in a demanding & fast paced environment.

We are looking for people who reflect the diversity of the country today to help us shape and change our approach and make it more relevant to the diversity of the people in our local communities. Disabled people, those that identify as being from Black, Asian and minority ethnic backgrounds and people under 30 are under-represented in our staff and volunteer team so we particularly encourage applications from people in these groups.

How To Apply

To apply please email info@chgt.org.uk with the subject CDEM24. Please provide your CV (no more than 2 pages) and a cover letter (no more than 1 page) outlining the reasons for your interest in the post and why you believe yourself to be suitable.

Deadline: Closing date for applications is midday Monday 6 January 2025. NB. Interviews will be ongoing throughout the recruitment period and the role may be withdrawn before the closing date if a successful candidate is found.

If you have not heard from us by end January 2025, please assume that your application has been unsuccessful on this occasion.