

## Commercial Sales & Events Manager Permanent, Full Time

### Who We Are



We are Gunnersbury Museum & Park Development Trust - a registered charity which manages west London's Gunnersbury Park and 21 listed buildings and structures within it.

We welcome nearly a **million people to Gunnersbury** each year: some for a friendly game of footy or tennis, others for the wedding

of their dreams or even a local community group going down memory lane in the museum.

Gunnersbury Park & Museum hosts a **variety of events** from outdoor music concerts, park events and exhibitions to weddings, corporate hire, filming and photo shoots.

We could also tell you about our **local history museum winning NPO** status, our 186 acres of Grade II\* listed parkland which has been awarded **Green Flag** and **London In Bloom Gold**, our education and community programmes, or our brand-new sports facilities.

There's so much to be excited about at Gunnersbury and a real opportunity to help shape its future by joining our team.

### Role Description

As **Commercial Sales & Events Manager** you'll **take the lead in maximising venue hire and events income** to support the organisation's charitable aims. You'll possess the skills and experience to organise and deliver **weddings, corporate events and venue hires** and work with our outsourced caterers and other contractors to ensure a **first-class customer experience**. You'll also be working with our outsourced film contractors to secure bookings for **filming and photo shoots** across the Estate. **Excellent communication and relationship-building skills** are a key part of the role, as you'll be liaising with clients, contractors, suppliers and staff, as is the ability to **develop new business and leads**. In addition, you'll need excellent **project management skills** and the ability to **develop and manage budgets**. You'll be a health and safety champion and ensure a **safe and welcoming environment for everyone**. There is real variety to this role and an opportunity to work across all areas of the estate.

## Overview

<b>Job Title:</b> Commercial Sales & Events Manager	<b>Hours:</b> 37.5 hrs/week, working 5 days out of 7, some evenings/weekends/bank holidays	<b>Location:</b> Gunnorsbury Park Museum (the role is site-based)
<b>Salary:</b> £32k-36k p/a	<b>Responsible to:</b> Head of Operations & Commercial <b>Responsible for:</b> Commercial Sales & Events team, agency staff, overseeing contractors	<b>Annual leave:</b> 25 days + bank holidays

## Main duties and activities

### Organisational & Administrative

- To drive event and venue hire sales for weddings, corporate events, private parties, room hire or filming/photo shoots to maximise income and achieve/exceed targets
- To develop an event portfolio including venue hire and catering packages, benchmarking against competitors and conducting market research into prices, products and trends
- To maintain timely communications with clients throughout the event planning process to ensure that the event runs smoothly on the day and requirements are met
- To update the venue booking system and client database with details of upcoming bookings, ensuring accurate data entry, all communications and actions are inputted onto the system, and GDPR regulations are adhered to
- To issue client contracts, complete with historic house and other venue policies, in a timely manner and follow up to ensure contracts are signed and returned prior to all events/functions according to the contracted timescale
- To compile appropriate, accurate information in the form of function sheets to aid staff to deliver events and functions to meet the expectations of the client
- To build and maintain excellent relationships with suppliers and other stakeholders
- To effectively manage a stock of equipment and consumables required for events and functions



- To ensure the Event Team's storage facilities are kept tidy and that equipment is easily accessible when required
- To maintain an up-to-date equipment inventory, ensuring all items of equipment are accounted for and are in good working order
- To prepare reports and pass to the Head of Operations & Commercial as directed
- To work with the Head of Operations & Commercial on general marketing of the venue and event spaces, including the development and delivery of an events marketing plan
- To update and maintain website content relating to events and bookings
- To ensure that all events and functions are planned and delivered safely and abide by Health and Safety polices, making sure that all necessary documentation such as Risk Assessments and Method Statements, HACCP, and insurance documentation is completed and recorded appropriately
- To ensure all venue policies and premises licence conditions are adhered to
- To proactively seek opportunities to sell/upsell venue hire and event packages to potential clients / local businesses and to be knowledgeable of the events market
- To actively seek post event client feedback, ensuring this is used to address issues, improve the service and as a KPI indicator of current performance
- To manage administration relating to events and hires, ensuring that all licences are up to date and all due diligence paperwork is obtained prior to events taking place
- To hit qualitative and quantitative KPIs including, but not limited to, customer satisfaction, sales conversion rate, new leads generated, sales revenue and profit
- To develop and update a detailed operations guide covering all aspects of event operations

### **Event and Function Delivery**

- To organise and deliver a range of events and functions to external clients including room/venue hire, weddings, and corporate events, providing exceptional customer service throughout the process

- To organise and deliver a range of events and functions on behalf of internal staff within the organisation, and charge back accordingly
- To work with and oversee external caterers and other contractors to ensure all events and functions run smoothly
- To work with our external film booking contractor to organise film/photo shoots, ensuring rooms are clean and set-up prior to hire, returned to their standard layout post-hire and any damage or missing equipment is reported to the contractor and financial reparations are billed to the hirer
- To meet with clients / potential clients to conduct show-rounds of the venue and upsell event packages
- To ensure that rooms and furniture are set up in a timely manner, all equipment is tested prior to events and rooms are reset following events
- To conduct pre and post event checks, ensuring any damage to fixtures, fittings or equipment is reported straight away to the Operations Manager and follow up action is taken
- To book both casual and agency staff and supervise their work throughout events
- To ensure all food hygiene regulations and procedures are followed and special diets and allergens are clearly labelled

### **Financial Duties**

- To work with the Head of Operations & Commercial to set the annual budget
- To effectively manage the Commercial Sales & Events budget, always seeking to maximise income, meet financial targets and control costs
- To keep detailed records of goods or services delivered, or other commercial activity to enable the appropriate charges and invoices to be compiled
- To ensure that all financial paperwork including invoices, purchase orders and payroll information is processed in a timely and accurate manner
- To ensure that Gunnorsbury's Financial Procedures are adhered to at all times
- To regularly review supplier prices to ensure that best value for money is obtained

- To quote prices for events, including the sourcing of external equipment hire

### Other

- To attend meetings and undertake training as required
- To be a key holder and assist the Visitor Experience team in opening up/locking down the building/s pre and post event
- To attend networking events in order to build connections and potential clients
- To report defects in a timely manner ensuring that spaces are clean, tidy and ready for operational use
- To follow and comply with all health and safety, emergency and fire safety procedures and assist during emergency situations
- To undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested
- To demonstrate a flexible approach to work to accommodate business need, including evenings, weekends and bank holidays

### Person specification

Requirements	Essential E Desirable D
Candidates/post holders will be expected to demonstrate the following	
<b>Qualifications and Experience</b>	
At least 3 years' experience of selling, planning and managing a variety of events including weddings, corporate events and private parties	E
Previous experience of providing excellent customer service in a front of house role, ideally in a commercial venue or event space	E
IOSH Managing Safety qualification or the willingness to train to acquire	E
Food Hygiene Level 2 or above or the willingness to train to acquire	E
Personal Licence holder or the willingness to train to acquire	E
First Aider or willingness to train to acquire	E
Experience of leading, managing and motivating a team to achieve excellent results	E
Experience of setting and managing budgets, working with financial protocols and delivering against a set of KPIs	E
Experience of data entry and use of a client database or booking system	E
Experience of working with diverse audiences	E



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An excellent role model who promotes high standards of probity, integrity and honesty	E
Experience of developing processes and procedures	E
Experience of managing stock levels, stock security and placing orders with suppliers	E
Previous experience of emergency and evacuation procedures	E
Experience of social media marketing	D
Experience of working in a heritage environment	D
<b>Knowledge, Skills &amp; Abilities</b>	
Ability to communicate effectively and enthusiastically with a wide range of people, including clients, volunteers, staff, contractors and other service users	E
Ability to build and manage positive relationships with a range of stakeholders	E
Knowledge of removing barriers to access and commitment to providing equal access for all	E
Ability to work with initiative both independently and as part of a team, collaborating across teams as necessary	E
Ability and desire to work flexibly, including some evenings, weekends and bank holidays	E
Strong literacy and numeracy skills and the ability to analyse data and produce reports	E
Excellent administrative and project management skills	E
Excellent attention to detail	E
Able to stay calm under pressure and in emergency situations	E
Strong problem-solving skills	E
Excellent listening skills, approachable, responds positively to change and new challenges	E
Good working knowledge of basic Health & Safety procedures, including food hygiene regulations	E
A working knowledge of licensing law and best practise around delivering licensable activities	E
Working knowledge of social media platforms and marketing	D
Desire to work for a charitable organisation	D