

National Army Museum Trading Ltd (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Events Assistant (Venue Hire)

Post No: NAMTL 205

Reports to: Assistant Director (Enterprise)

Introduction

The National Army Museum (NAM) undertakes trading activities through its wholly owned subsidiary, National Army Museum Trading Limited (NAMTL).

Scope

This is a unique opportunity to join a dedicated and passionate team and assist NAMTL in all areas of events and commercial hire of corporate spaces.

Job role

The job holder is responsible for maximising revenue from the Museum's spaces, and will proactively sell and assist in all areas of the co-ordination and delivery of commercial hire and events. The jobholder will be the initial point of contact for all incoming events enquiries supporting the development of the Museum's reputation as a venue and providing world-class service to enhance the client and guest experience.

Job Description

1. Venue Hire – External Events

- (a) Acting as the initial point of contact for all venue sales enquiries, confirming availability, arranging and delivering show-rounds and making provisional bookings in the events diary.
- (b) Preparing quotes and proposals for clients and ensuring all enquiries are followed up promptly and professionally to maximise conversion rate from enquiry to booking confirmation.
- (c) Work with internal and external suppliers to create seasonal and exhibition specific packages and offers.
- (d) Maximising venue sales and commercial events turnover working to grow the business in order to support NAMTL and NAM's long-term financial viability.
- (e) Assisting with the production of printed and online marketing and advertising material in support of the Venue Hire and Commercial Events provision; including content for the Museum's Website.

- (f) Attending trade and consumer exhibitions and other events to network and promote Venue Hire and the Commercial Event offer.
- (g) Maintain relationships with partner agencies and venue finding organisations, ensuring content and special offers are kept up to date.

2. Event Management

- (a) Liaising with clients and internal suppliers to ensure operational requirements are co-ordinated.
- (b) Ensuring each event runs smoothly by working with the events suppliers and client and acting as the venue point of contact on the event day.
- (c) Ensure the museums standard of service and safety are maintained by ensuring full documentation is received in advance of the event and monitoring supplier activity whilst onsite.
- (d) Keep museum departments aware of upcoming events and any potential impact on the museums operation.

3. Commercial Book Launches

- (a) Assisting the Head of Retail and Admissions in the planning and delivery of the Museums commercial book launch activity.
- (b) Assisting with the production of printed and online marketing and advertising material in support of the commercial book launch activity; including content for the Museum's Website and printed guides.
- (c) Working with both in house and external suppliers to create packages in support of the commercial book launch events.

5. Administration

- (a) Managing appropriate processes and systems, including the diary of provisional and confirmed bookings, and regularly circulating booking information to the appropriate staff.
- (b) Maintaining and updating the CRM database accurately, ensuring client and business contact details are kept up to date and are GDPR compliant.

- (a) Ensuring all venue hire bookings are accurately contracted and invoiced prior to the event and any additional items invoiced in a timely manner.
- (b) Liaising with colleagues in finance to chase unpaid or outstanding invoices.

8. Service, Client and Guest Care

- (a) Manage the relationships with clients to provide world-class service and professional experience for the customer to encourage repeat business.
- (b) Act as an ambassador for the Museum during events including external venue hire, fundraising and cultivation events.

7. Internal Relationships

- (a) The post-holder will be required to develop and maintain positive working relationships with all NAM and NAMTL colleagues to market and execute events and to develop existing and new commercial income streams both on and off site.
- (b) To work closely with the Facilities, IT and AV staff in organising and co-ordinating events, and ensuring the smooth running of events
- (c) To work alongside the Events Assistant (Internal Events) Events in the delivery of the Museums internal and Army events.

8. Risk Management and Health & Safety

- (a) Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.
- (b) Responsible for ensuring the health, safety and welfare of members of the public, staff, contractors and volunteers in all commercial matters.
- (c) Be fully conversant with relevant statutory Health & Safety at Work Regulations and act in accordance with the contents of the Museum's Health & Safety at Work Manual, Fire Orders and Museum Security Orders at all times. He/she will be responsible for ensuring that these instructions are implemented within the designated management area.

9. **In addition, the post-holder is required to: -**
- (a) Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
 - (b) Ensure that the Museum's Accounting and Financial procedures are strictly adhered to and embed a culture of control and financial discipline.
 - (a) Co-operate fully with the Director and Management Team in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media.
 - (b) To play a full part in the generation of income, and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources. Effectively managing delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director's appointment as the Museum's Accounting Officer; especially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations.
 - (c) Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (*Risk Management at the NAM: Matrix of Risks*).
 - (d) Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
 - (e) Travel to and operate from the NAM's outstations or locations where the Collection, or parts of the Collection, or other NAM property or services are held, or carried on, as and when necessary. UK and some foreign travel may be required. The post-holder will be required to work off-site including at the Museum's facilities at Stevenage.
 - (f) If the Museum's operational needs make it necessary, the post-holder and/or Enterprise function may be assigned to any other Museum Department or Division.
10. The appointment is permanent (subject to a six-month probation period) and full-time, working 37 hours per week (net), 5 days out of 7. The salary is £24,309pa (inclusive) with a Joint Contributory Pension operated under the NEST Scheme. Additional evening and weekend working is required. The post-holder is required to give three months notice in resigning.

11. The appointment will be subject to a security clearance through Disclosure Scotland.
12. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
13. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

December 2018

Signature: Date: