

National Army Museum Trading Ltd (NAMTL)

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Venue Hire and Events Manager

Post No: NAMTL 248

Reports to: Head of Commercial

Scope

This is an exciting opportunity to join our dedicated team as the Museum seeks to grow its income. The Venue Hire and Events Manager will make a significant contribution to the Commercial Department's overall income whilst also raising the reputation of the Museum as a venue. The role is also responsible for delivery of a busy programme of key stakeholder events and assisting in strengthening these relationships.

Job role

Responsible for the Museum's Venue Hire and Events offer, the post-holder will maximise opportunities to generate income for the Museum. Reporting to the Head of Commercial the Venue Hire and Events Manager will assist in developing and delivering the venue hire strategy for venue hire and our high-profile birthday party packages, enhancing the reputation of the Museum as an events venue. The post-holder will ensure that events are run successfully, with high client satisfaction and that all events are run in-line with current health and safety and licencing legislation.

Job Description

The Venue Hire and Events Manager is responsible to the Head of Commercial for:

Commercial Sales and Marketing

- (a) The delivery of the venue hire and birthday party annual income target. Working with the Head of Commercial on the business development strategy
- (b) Ensuring ongoing development of the Museum's Corporate Venue Hire offer, associated activities and Birthday Party offer; building the Museum's relationships with new and existing Clients to increase the customer base, and the selling of all Museum spaces for hire.
- (c) Continuing to grow existing relationships and establish new relationships with venue finding organisations, military/defence organisations and charities and corporate clients.

- (d) Developing and managing a database of potential and current venue hire clients and use this to increase conversion and retention.
- (e) Working with the Head of Commercial and the Assistant Director Communication and Campaigns to develop the marketing strategy and identifying potential market groups, future market growth and audience development opportunities in relation to venue hire events and birthday party packages.
- (f) Attending trade and consumer exhibitions and other events to network and promote the Museum and to sell Event spaces.
- (g) Management and oversight and profitability of all commercial events. The post-holder will ensure optimum event income through effective project management.
- (h) Line managing the Events Assistant and Birthday Party Co-ordinator and ensuring reactive enquiries are dealt with in a timely manner.
- (i) Leading on show rounds large value/scale bookings, showcasing the venue spaces and services to maximise conversion to sales.
- (j) Ensuring the timely documentation of quotes, proposals, and contracts for clients. Liaising with finance to ensure all venue hire payments are made prior to the event.

Stakeholder and Internal Events

- (a) Working closely with the Research and Partnerships departments to contribute to building relationships with stakeholders from the British Army, MOD, Diplomatic Community, and associated Army charities through the delivery of venue hire activity.
- (b) Ensuring opportunities to engage key stakeholders and clients with the relevant Museum staff are shared and communicated.
- (c) Communicating with the Head of Commercial to highlight opportunities for partnership working, which arise as a result of commercial hire enquiry.
- (d) Supporting in the delivery of internal events, for key, large scale partnership, patron and membership events

Event Management

- (a) Working in coordination with the Events Assistant to operationally plan, set-up and deliver on the museums' venue hire activity.

- (b) Arranging and conducting site visits of the facilities with prospective and confirmed clients as required and with suppliers to ensure the safe and smooth running of every event activity.
- (c) Ensuring that the Museum's standard of service and safety are observed by monitoring supplier activity.
- (d) The production and management of clear and timely briefs, schedules, contact lists, and briefing notes to all involved in the delivery of the events (internally and externally).
- (e) The implementation, development, and review of agreed operational procedures and policies in relation to the delivery and catering of events and functions, ensuring these are communicated effectively to internal and external clients. Advising of any updates to the terms and conditions of hire for clients and suppliers.
- (f) Managing appropriate processes and systems, including the diary of provisional and confirmed bookings ensuring priority to venue hire clients and ensuring that booking information is circulated to the appropriate staff.
- (g) Supporting the Birthday Party Co-ordinator, as required, in the planning, set-up and delivery of birthday party packages.

Supplier Management

- (a) Developing and co-ordinating relationships with third party suppliers, or contracts for work, achieving best value, and improve overall co-ordination to create an effective delivery mechanism for events and functions.
- (b) Working with the Head of Commercial to review the approved supplier list for venue hire clients.
- (c) Organising catering and AV packages for clients to use alongside venue hire activities, ensuring that there are a range of options available across price points.
- (d) Overseeing the management of supplier documentation to ensure it is up to date.

Service, Client, and Guest Care

- (a) Effectively managing relationships with existing clients and prospects, providing a professional service which encourages repeat bookings and recommendations.

- (b) Overseeing event evaluations with clients and internal departments and ensure client satisfaction and use this information for future planning.
- (c) Effectively managing customer feedback, promptly addressing and resolving any issues.

Financial and Risk Management

- (a) Budget management; effectively managing the events budget, preparing figures and analysis as appropriate. Presenting figures to the Head of Commercial as well as providing commentary and recommendations.
- (b) Producing accurate invoices and schedules for every event, ensuring that all bookings are confirmed with correct documentation and prompt invoicing procedures and that both client and suppliers agree the terms and conditions of hire.
- (c) Protecting any financial investment made by NAM through ensuring that events are delivered and managed to the highest possible standards. To include the signing of event agreements and overseeing the payment of fees to organisers.

Resource Management

- (a) The motivation, management and training of designated Museum staff, contractors and volunteers, exercising a proper duty of care over them, to meet all performance objectives set and facilitate and co-ordinate change management. The post-holder has direct line-management responsibilities for the Events Assistant and Birthday Party Co-ordinator.
- (b) Ensuring the Events Assistant and Birthday Party Co-ordinator has the right skills and knowledge, through implementing any training and conducting regular one to ones, appraisals, and reviews.
- (c) Organisation of venue hire activity to ensure the effective rota planning and deployment of the Events Assistant and Birthday Party Co-ordinator.
- (d) Managing budgets and resources to achieve best value and ensure the delivery of all financial, service and performance targets.

Internal Relationships

- (a) Maintaining positive working relationships with all NAM and NAMTL colleagues to market and execute events.

- (b) Working closely with the Facilities, Technical Support, Finance and Visitor Welcome and Retail teams in organising and co-ordinating events and ensuring the smooth running of venue hire.

External Relationships

- (a) Oversee and maintaining strong working relationships with all in-house contractors (including catering, security, and cleaning) in the provision of excellent customer service.
- (b) The post-holder will have specific responsibility for the management of contractors.

Health & Safety

- (a) Being 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) Ensuring the health, safety, and welfare of members of the public, staff, contractors, and volunteers in all commercial matters.
- (c) Maintaining effective liaison with, and take guidance from the Deputy Director to ensure adequate protection of personnel, the site, and its collection during events.
- (d) Ensuring risk assessments and method statements are supplied as required.
- (e) The Venue Hire and Events Manager must be fully conversant with relevant statutory Health & Safety at Work Regulations and act in accordance with the contents of the NAM'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.
- (f) Ensuring effective arrangements are in place for all licensing, bar and catering matters relating to the NAM's functions and events.

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.

- (c) Play a full part in the generation of income as required and to avoid breaches of financial regularity and propriety, the misapplication of funds or waste of resources. Effectively manage 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, as set by the Senior Leadership Team.
 - (d) 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*).
 - (e) Carry out their duties in accordance with the NAM's Equal Opportunities Policy.
 - (f) 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 may be required to work off-site including at the Museum's facilities at Stevenage.
 - (g) The post-holder will be based at the Museum in Chelsea.
 - (h) The post-holder must co-operate fully with the Management of the Museum 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. This will include membership of various development and other teams set up from time-to-time and reporting to the Director and Senior Leadership Team.
 - (i) Chair Museum committees, teams and working parties, as delegated by the Head of Commercial or Assistant Director (Enterprise).
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. Additional evening and weekend working will be required. The salary is £38,540pa inclusive. The post-holder is required to give a minimum of three months' notice in resigning.
 11. The appointment will be subject to a security clearance.
 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

January 2024

Signature: Date: