



# ROYAL OPERA HOUSE

## **JOB DESCRIPTION**

**Title:** Events Manager

**Reports to:** Head of Events

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### **Main purpose of the job**

To contribute towards to the development and implementation of the events within the Royal Opera House's events strategy and programme.  
To maximise the income from Fundraising Events, Venue Hire and the events within the Development and Enterprises Events programme.

### **Main Responsibilities**

#### *Fundraising Events*

- Work alongside the Head of Events and Event Managers on the planning and marketing and organisation of Fundraising Events and Galas
- Manage and deliver certain aspects of the work, as directed by Head of Events, outlined above, such as:
  - Strategic marketing of the Fundraising events to maximise income including creating new audiences/prospects;
  - Manage mailings, responses and receipt of payments; and any other administration associated with successful events;
  - Input management of all information on the ROH database relating to Fundraising events;
  - Work closely with Board Members, senior volunteers and other Royal Opera House Departments, to achieve desired outcome;

#### *Venue Hire and Events*

- Work alongside the Head of Events and Event Managers on the planning, marketing and selling of the Royal Opera House venue spaces;
- Manage and deliver certain aspects of the work, as directed by Head of Events, outlined above, such as:
  - Identify and develop new leads and opportunities; research the marketplace for new business to maximum income;

- Maintain and provide continuity to existing clients for repeat business and growth opportunities;
- Manage strategic marketing of the venue spaces;
- Project manage client's events from preparing quotes and contracts to delivery of event;
- Attend networking events to build business relationships;

### *Philanthropy and Membership Events*

- Work closely with members of the Philanthropy Team, to organise sponsors events and make hospitality arrangements for Corporate and Individual Sponsors.
- Work alongside the Philanthropy Team in the creation of tailored events/experiences from concept to implementation and to see through events on the day.
- Work alongside the Head of Membership and Fundraising Campaigns on the scheduling and organisation of the annual programme of events.
- Organise cultivation / fulfilment events across all teams of the Development and Enterprises Department as and when required.

### *General Events Support*

- Manage the planning and scheduling of events throughout the ROH including reserving spaces for the following events, Fundraising, Venue Hire, Philanthropy and Membership and ensure accurate and up-to-date listing of all spaces held across the season and maintain the Events schedule, working with Head of Scheduling and the Venue Management System.
- Represent Development and Enterprises Department as the main point of contact to liaise with The Royal Ballet, The Royal Opera, Chorus, Orchestra, Jette Parker Young Artists with requests for artists for events.
- Contribute productively to the Events, Philanthropy and Membership teams brainstorming and creative events planning.
- Plan and issue schedules for each event to agreed timeline.
- Represent the interests of the Development and Enterprises Department at weekly scheduling meetings with other departments, and regular future planning / scheduling meetings.
- Work closely with Planning, Visitor Experience, ROH Restaurants and managing event contractors ie. Florists to ensure the events are executed to the highest standard
- Work closely with Health and Safety to ensure all regulations are adhered to and that ROH best practice is followed.
- Work closely with ROH Board, ROH Development Committee, senior volunteers and philanthropists
- Maintain utmost discretion and confidentiality with the information and research that you are privy to and to ensure that this information is not

shared outside of the organisation and only where appropriate outside the department.

- Be present on the night, as required, to ensure the smooth running and success of the event.
- Undertake any other duties as may be reasonably required in the above post.

### **Key deliverables**

- Contribute to the Development and Enterprises department targets
- Identify and develop new business and selling of the Royal Opera House venue spaces
- Manage designated events to a high standard
- Incorporate best practice in the design and delivery of each event

### **After 6 months in post, the successful candidate will have:**

- Made a significant contribution to securing and servicing of budgeted business income
- Successfully managed client relationships and developed new business
  - Established a collaborative and consultative relationship with other members of the team.
  - Established good relationships across the ROH departments and become a respected member of the Development and Enterprises team.
  - Demonstrated excellent organisational and effective time management, and forward planning and prioritisation of work.

## **PERSON SPECIFICATION**

### **Essential Knowledge, Skills and Experience**

#### ***Events Management***

- A track record in events promotion and events organising and delivery in a high profile organisation
- Highly proficient Microsoft Office user with good database and Excel skills
- Strong project management and documentation preparation skills
- Ability to learn new procedures and systems for venue hire and events management and arrangements
- Commitment to delivering a first rate service to clients, philanthropists and potential supporters
- Commitment to a high standard of work with good attention to detail

#### ***People Skills***

- Excellent face-to-face communication and negotiation skills, including experience of dealing with senior level business people and philanthropists
- The ability to take on an ambassador role in representing the Royal Opera House when working with both new clients and some of our most valued relationships
- Strong team player able to work collaboratively across the organisation
- Utmost discretion and confidentiality in dealing with high profile individuals

**Product Knowledge**

- Ability to gain a good understanding of the venues and spaces for hire and constraints on availability
- A general understanding of the art forms and awareness of the artistic programme
- Ability to gain a good understanding of our marketing and event options in order to become operational in the role in a relatively short timeframe

**Job Requirements**

- Flexibility on working hours, willing to work evenings and weekends.
- Well presented, business like appearance

*Note: This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.*