



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: Senior Events Manager

Reports to: Head of Events/Associate Head of Events

Responsible for: Designated Events team members

Main purpose of the job

To work closely with the Head of Events and Associate Head of Events as part the Senior Events Team and contribute to the development and implementation of the events within The Royal Ballet and Opera's event strategy and programme.

- To contribute to the overall success of the department in securing budgeted income
- To maximise the income from Fundraising Events, Venue Hire and the events within Development and Advocacy and Audiences and Commercial (i.e. Partnerships events)
- To identify and deliver new fundraising opportunities from the broadest range of activities undertaken by the RBO
- To lead on delivery of high value projects ie. fundraising events, high level venue hire and bespoke events
- To add value through excellent client service, planning and resource management
- To follow best practice guidelines and compliance requirements in the design and delivery of each event
- To provide effective management and leadership for direct reports and be an ambassador for best practice, compliance and events team processes within the team
- To manage own learning and contribute to a culture of continuous improvement

Main Responsibilities

Working to the priorities set by the Head of Events and Associate Head of Events:

Event Programme and Planning

- Develop and maintain an overview of the events programme for both fundraising and commercial events at ROH, including the resourcing requirements, forward planning needs and budget requirements
- Compare the current offering with different business models and current trends and review with the Head of Events, with the aim of maximising the value and ROI of ROH events
- Identify and work on opportunities to grow and develop the Events Programme, as agreed with the Head of Events and Associate Head of Events and in line with department priorities
- Manage D&A relationship with artistic companies (e.g. The Royal Ballet, The Royal Opera, Jette Parker Artists and Orchestra of the ROH).
- Lead on Events Team projects e.g. benchmarking research, Operations review, supplier renewal

Fundraising Events

- Work alongside the Head of Events and Associate Head of Events on the planning and marketing and organisation of Fundraising Events and Galas
- Lead, 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;
 - Review, recommend and oversee efficient processing for mailings, responses and receipt of payments; and any other administration, including information management, associated with successful events;
 - Work closely with Board Members, senior volunteers and other Royal Ballet and Opera Departments, to achieve desired outcome

Venue Hire and Events

- Work with the Events team on the planning, marketing and selling of the Royal Opera House venue spaces;
- Work in collaboration with the Events Team to ensure smooth operational delivery of the venue hire offering, with a particular brief to support:
 - The development of new business
 - Promotion and delivery of services to maximise income;
 - Continuity for existing clients for repeat business and growth opportunities;
 - Contracting venue hires
 - Networking events to build business relationships

Other Events

- Work closely with members of the wider team inc. Audience & Commercial to organise sponsors events and make hospitality arrangements for Corporate and Individual Sponsors
- Work alongside other teams in the Department in the creation of tailored events/experiences from concept to implementation and to see through events on the day
- Work alongside other team heads on the scheduling and organisation of the annual programme of events

Best Practice Delivery

- Follow department procedures for the planning and scheduling of events throughout the ROH
- Work to best practice standards for planning of events and provision of schedules; identifying and streamlining processes.
- Keep other ROH departments informed and up to date for all services and manage contractors to ensure the events are executed to the highest standard
- Follow best practice guidelines and compliance requirements for all events, including Health and Safety and risk assessments
- Work closely with RBO Board, RBO Development Committee, senior volunteers and philanthropists
- Follow all requirements for GDPR with client data and information; 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

People Management

- Develop successful working relationships with direct reports and encourage the development of their skills and talents in line with team objectives
- Build in time for one to one supervision meetings to provide an infrastructure of information flow, team and one to one support
- Promote and foster a culture of high performance, learning and service excellence

Continuous Improvement

- Play an active role in the team, contributing to the efficient running of the department operations
- Keep in touch with best practice, trends and new technologies relevant to the role
- Uphold a culture of innovation and continuous improvement
- Manage own learning and continuous professional development relevant to the role
- Promote a culture of information sharing, strong events team process and collaborative and cross-team working
- Uphold RBO Values and Behaviours across all aspects of the role and support our goals for diversity and inclusion.

Key deliverables

- Contribute to the Development and Advocacy department targets, with a significant contribution to securing and servicing of budgeted business income
- Identify and develop new business and selling of the Royal Opera House venue spaces
- Manage designated events to achieve a high standard of customer satisfaction
- Establish a collaborative and consultative relationship with other members of the team
- Establish good relationships across the ROH departments and become a respected member of the Development and Advocacy Department
- Effective management and development of direct reports and retention of key staff

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Events Management

- An established track record in events promotion and events organising and delivery in a high-profile organisation
- Strong project management and documentation preparation skills
- Highly proficient Microsoft Office user with good database and Excel 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
- Credibility as an ambassador in the area of events, able to work at senior levels in representing Development and Advocacy

People Skills

- Excellent face-to-face communication and negotiation skills, including experience of dealing with senior level businesspeople 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
- Strong people management skills and ability to coach and develop direct reports
- Ability to set objectives and allocate workload effectively for direct reports

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

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role

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.

