



# ROYAL OPERA HOUSE

## **JOB DESCRIPTION**

**Title:** Events Manager

**Reports to:** Senior Events Team

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

To contribute to the overall success and maximise income from Fundraising Events, Venue Hire and the events within the Development and Advocacy and Audience and Commercial (ie. Partnership Events) programme.

To take lead and manage delivery of medium scale events and contribute towards to the development and implementation of events within The Royal Ballet and Opera's events strategy and programme.

To lead and be responsible for medium scale income generating events i.e. fundraising events, venue hires and bespoke events

To support the work of the Events Team and add value through excellent client relationships, delivering successful events and follow best practice guidelines and compliance requirements.

To manage own learning and contribute to a culture of continuous improvement.

### **Main Responsibilities**

Working to the priorities set by the Senior Events Team:

#### *Fundraising Events*

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

### *Venue Hire Events*

- Work alongside the Events team and Business Partnerships team on the planning, marketing and selling of the Royal Opera House venue spaces
- Co-ordinate medium-scaled events and deliver certain aspects of the work, as directed, 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
  - Support strategic marketing of the venue spaces
  - Project manage medium-sized client's events from preparing quotes and contracts to delivery of event
  - Attend networking events to build business relationships

### *Other Events*

- Work closely with members of Philanthropy, Trust and Foundations and Commercial/Partnerships teams, to support delivery of sponsors events and make hospitality arrangements for Corporate and Individual Sponsors
- Work alongside the Development and Advocacy teams 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 Events Team on the scheduling and organisation of the annual programme of events
- Support on delivery of cultivation / fulfilment events across all teams of the Development and Advocacy Department as and when required

### *Best Practice Delivery*

- Follow department procedures for the planning and scheduling of events throughout the RBO
- Work to best practice standards for planning of events and provision of schedules; identifying and streamlining processes.
- Keep other RBO 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

### *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
- To take responsibility for delivery of designated medium scale events to a high standard, working to best practice in the design and delivery of each event
- Establish good working relationships across the RBO departments and become a respected member of the Development and Enterprises team
- Demonstrate excellent office and organisation skills, effective time management, forward planning and prioritisation of work
- Demonstrate a high level of discretion, respect for confidential information and commitment to delivering a high standard of work

## **PERSON SPECIFICATION**

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

#### ***Service Delivery and Event Management***

- An established track record in 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 and essential attention to detail

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

- Excellent face-to-face communication and negotiation skills, including experience of dealing with senior level businesspeople and philanthropists
- The ability to support in taking on an ambassador role in representing The Royal Ballet and Opera 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

#### ***Organisation Skills***

- General organisational and administrative skills with a systematic approach
- Ability to plan and prioritise effectively and meet deadlines
- Able to respond to changing demands and re-prioritise as required
- Able to use initiative and delivery consistently to a busy workload
- Commitment to delivering to a high standard of work

#### ***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 or ability to learn
- 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
- Willingness to learn about the team's activities and support a portfolio of projects
- Commitment to delivering a high-quality service and high standard of work
- 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.*

