The English Folk Dance and Song Society (EFDSS) is seeking a Marketing and Venue Sales Administrator (full-time) to join the Operations and Marketing teams at Cecil Sharp House.

BACKGROUND INFORMATION

EFDSS is the award-winning national development organisation for the English folk arts. This multi-faceted organisation:
- Owns and manages Cecil Sharp House, a 1930s Grade II listed purpose-built building and England’s centre for the folk arts, ‘at the heart of English folk’
- Actively advocates for the folk arts
- Is a nation-wide education, training, and artists’ development agency
- Is custodian of the Vaughan Williams Memorial Library (VWML), England’s dedicated folk music and dance archive

EFDSS is one of Arts Council England’s National Portfolio Organisations (NPO) and delivers an annual programme of learning, performance and artists’ development activities at Cecil Sharp House and throughout England. At Cecil Sharp House EFDSS presents some 60 live music and dance events a year and over 150 workshops, lectures and conferences per year, and host more than 100 regular folk dance and music activities.

Cecil Sharp House offers five main spaces which are hired out for a range of activities such as public concerts, TV, theatre, dance and orchestral rehearsals, fairs, training events, and conferences. Regular clients include the BBC, London Symphony Orchestra, English National Opera and Phil McIntyre Entertainment.

CSH has a developing reputation as a unique corporate entertainment venue, working with catering partners Pink Foods (our catering/bar franchisee) to develop catering packages for all occasions.

In 2013 the building was made step-free with the installation of a lift and refurbishment of public areas. A restoration of the main space, Kennedy Hall, took place during 2015/16 with hearing loops installed into this and one other hall. There are plans to further develop the facilities to improve the hirer and visitor offer in the next few years. Streaming equipment will be installed shortly to be used for EFDSS own events (concerts, conferences, and training events) and will be made available to hirers.

EFDSS uses a professional CRM system (Spektrix) to manage box office sales and for regular and targeted marketing communications.

As we all continue to adapt to ‘the new normal’, Marketing activities are more crucial than ever to maintain and develop the organisation’s reach and profile – both locally and across the folk arts scene throughout England. Venue hire is a significant stream of income for EFDSS and expansion of this area of business is vital to the continuing development of venue-specific and nationwide activities, and to the physical improvement of facilities at CSH.
JOB DESCRIPTION

Job Title: Marketing and Venue Sales Administrator

Based at: Cecil Sharp House, 2 Regent’s Park Road, London, NW1 7AY

Responsible to: Director of Marketing / Business Development & Operations Director

External Customers: Hirers, catering franchisees, venue location agencies, corporate event planners, guests at hires, other venues for hire, community organisations, artists and agents.

Internal Customers: Senior Management Team, Marketing, Programming, and Operations Teams (Venue Manager, Box Office, Duty Managers & Caretakers).

Summary Job Purpose: The Marketing and Venue Sales Administrator will be responsible for the effective administration of marketing and venue hire at Cecil Sharp House. This is the ideal opportunity for a self-motivated and highly organised individual to develop a career in marketing and events management.

KEY RESPONSIBILITIES:

Venue Hire Administration

- To support the Business Development & Operations Director in the development of the venue hires activity and working with all departments (Education, Library, Programming and Operations) on the booking of and facilitation of EFDSS programmed events at Cecil Sharp House (CSH).
- To deal with enquiries regarding the availability and hire of the spaces at CSH ensuring that all bookings are delivered to the highest level of customer satisfaction.
- To manage the venue hire bookings through the Artifax booking system/diary ensuring that the information kept on this system is up to date and relevant.
- To issue and archive all booking correspondence, contracts, invoice statements and maintain customer files on computer and hard copy for reference and abiding by the General Data Protection Regulations in the retaining of data.
- To ensure that all relevant policies and procedures are consistent and communicated clearly to all hirers and ensuring hirers understand and comply with the requirements of CSH licenses and operate their events within the official guidelines for fire and health and safety and ensuring that all hirers have the requisite public liability insurance for their events.
- To liaise with the Operations team and external catering team (Pink Food) where appropriate about requirements for hires and EFDSS events (eg room layout, equipment, schedules, access and catering requests).
- To undertake pre and post events communications and administration such as viewings with hirers, acquiring and passing on information such as feedback, and carrying out research on competitor venue.
- To work with the Finance Officer in ensuring effective debt management by insisting on prepayment of invoices where appropriate and by chasing unpaid invoices.

Marketing Administration

- To prepare and deliver monthly e-newsletters for Cecil Sharp House events and nationwide Education activities, and more occasional Library news updates.
- To assist Marketing colleagues in planning and implementation of targeted email marketing campaigns for Gigs, Education and Library activities.
To prepare and deliver posts on social media, including Twitter, Facebook (including Facebook events) and Instagram.

To support Marketing colleagues in delivering day-to-day administration of the EFDSS and Vaughan Williams Memorial Library websites, including publishing and updating articles and listings and preparing images.

To monitor and update third-party event listings.

To manage display of flyers and posters around Cecil Sharp House.

To deliver online recruitment advertising and communications.

To administrate advertising sales for EDS Magazine.

To ensure that all communications and record-keeping adhere to GDPR best practice.

Other

To provide some general administration, including managing supplies of franking machine and photocopier consumables and other stationery items.

To attend any relevant training to the post.

To undertake any other duty or responsibility as reasonably requested by the Business Development and Operations Director and Director of Marketing & Communications.

Be an ambassador for EFDSS.

PERSON SPECIFICATION

Essential:

- A minimum of one year’s paid recent experience of administration or marketing in a cultural, and/or commercial setting.

- Excellent communication skills in the English language – phone, face to face and written.

- Excellent office skills (organisation, filing etc).

- Excellent IT skills (word processing, spreadsheets, databases, web) – on PC (Word, Excel, Outlook etc).

- Ability to grasp software and IT packages i.e. Artifax (event management software), Sage (financial software), Spektrix (CRM), Joomla (website content management) and for general administration.

- Well-developed inter-personal skills with the ability to speak on the telephone or in person and meet their demands calmly and efficiently.

- Some flexibility to days/hours worked as occasional prestigious events may require weekend or evening attendance.

Desirable:

- Interest in folk arts, and arts and heritage venues

- Sales experience

- Experience of copywriting for social media

Qualities:

- Self-motivation

- Attention to detail

- Ability to juggle multiple priorities

- Ability to work as part of a team

- Flexibility and a positive attitude

- Resilience – ability to cope well with change and challenge

- Ability to relate to, and communicate well with, people of all ages and backgrounds

- Commitment to working to EFDSS’s values and ethos
CONDITIONS OF EMPLOYMENT

Salary: £22,432 per annum

Hours: 35 hours per week, excluding lunch breaks, Monday to Friday

Usual working hours are 9.30am – 5.30pm

Overtime is not paid but Time Off In Lieu (TOIL) is given.

Holidays: 25 full days per annum, plus statutory public and bank holidays

Probation: The post carries a 3 month probationary period

Pension: Employer / employee contributory pension scheme.

Flexible working: EFDSS is committed to promoting flexible working to facilitate effective and efficient working and enable employees to achieve a better home / work life balance. All employees can apply for flexible hours and home working – where appropriate for the role. All applications are carefully considered.

Other benefits: Interest-free season ticket loan, cycle to work scheme, childcare voucher scheme, discount on meals and drinks in the CSH café, complimentary tickets to many EFDSS events.

Positive Action for a Diverse Workforce:
At the English Folk Dance and Song Society we strive to be an Equal Opportunities employer and to ensure that no person is unfairly discriminated against in our recruitment and selection policies and procedures. We are committed to diversifying our workforce to better represent society and we follow guidance on positive action in recruitment from the Equality and Human Rights Commission and the Equality Act 2010.

- We particularly welcome applicants for this role from ethnic minority backgrounds, and those who are disabled, as these are under-represented in our organisation and the wider folk arts workforce.
- All disabled applicants who fulfil the Person Specification and Qualities criteria for this role, will be called for an interview. Please make clear in the cover letter if you consider yourself disabled. (You may find it helpful to refer to this definition www.gov.uk/definition-of-disability-under-equality-act-2010.)

Please see our Equity, Diversity, and Inclusion webpage to learn more about our commitments and actions to diversifying our work and staff.

HOW TO APPLY

Applicants should complete the EFDSS application form downloadable from efdss.org/about-us/work-for-us/vacancies. CVs will not be accepted.

Completed applications should be emailed, with ‘Marketing & Venue Sales Administrator’ in the subject line, to recruitment@efdss.org.

All applicants should also complete the online Equal Opportunities Monitoring Form which is not seen by the selection panel.

Closing date for completed applications is Monday 28 March 2022. Interviews to be held in the week of 4 April at Cecil Sharp House, or on Zoom if necessary.

March 2022