



English Folk Dance and Song Society and Cecil Sharp House

VENUE SALES AND EVENTS MANAGER (full-time)

The English Folk Dance and Song Society (EFDSS) is seeking an experienced venue sales and hires professional for the post of Venue Sales and Events Manager for its busy home and arts centre, Cecil Sharp House in Camden, North London.

BACKGROUND INFORMATION

EFDSS is the national development organisation for the English folk arts. It is multi-faceted, being a membership society (c3,000 members); England's folk arts centre (Cecil Sharp House); an education, training and creative development agency; an advocate and lobbyist on behalf of the folk arts; and custodian of the Vaughan Williams Memorial Library (VWML).

Cecil Sharp House (CSH) is a 1930s Grade II listed building, purpose built as the home of the English Folk Dance and Song Society and the Vaughan Williams Memorial Library. The Vaughan Williams Memorial Library is England's national folk music and dance archive and 'the most important concentration of material on traditional song, dance and music in the country' (Designation statement - Museums, Libraries and Archives Council, 2011).

The busy EFDSS performance programme at CSH has includes some of biggest names in folk music - Martin & Eliza Carthy, Shirley Collins, Catrin Finch & Seckou Keita, Martin Simpson and Kate Rusby as well as new and emerging artists. The venue is also a regular host of the Sunday Papers and large scale externally hired conferences and festivals. The building itself has also appeared in films, television programmes, as a location for fashion as shoots and for recording music.

Cecil Sharp House offers five main spaces which are hired to a range of activities including public concerts, dance classes, theatre, dance & orchestra rehearsals, trade fairs and conferences. Regular clients include the BBC, The London Symphony Orchestra, English National Opera, Phil McIntyre Entertainment, and the London Gay Men's Chorus. Spaces are also hired for children and anniversary parties and weddings, with catering provided by Pink Foods, our café/bar franchisee.

In 2013 the building was made step-free with the installation of a lift and refurbishment of public areas. This now enables access to all floors including the offices, enabling greater access to our events and facilities. A restoration of the main space, Kennedy Hall took place during 2016 with hearing loops installed into this and Trefusis Hall, and 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 by January 2022 and made available to hirers.

Venue hire is a significant stream of income for EFDSS and expansion of this area of business is vital to the future development of both activities, such as performance and education, and to the physical improvement of facilities at CSH. EFDSS is an Arts Council England National Portfolio Organisation.

JOB DESCRIPTION

- Job Title:** Venue Sales and Events Manager
- Based at:** Cecil Sharp House, 2 Regent's Park Road, London, NW1 7AY
- Responsible to:** Operations Director
- Responsible for:** Venue Sales and Events Administrator (0.4)

Summary Job Purpose: Working closely with the Operations Director, the Venue Sales and Events Manager (VSEM) will be responsible for the effective delivery of the hires at Cecil Sharp House (CSH), including managing initial contact, event planning and co-ordination and administration of delivery. The VSEM will develop partnerships with existing and new hirers, and will work with the wider EFDSS Team to ensure the operational running of the venue as both a venue to hire and one for EFDSS year round events of concerts, courses and classes, lectures and conferences.

KEY RESPONSIBILITIES:

Venue Hire and Events Management (external hires and EFDSS events)

- To management of all bookings at CSH (external and internal), working with all departments eg Education, Library, Programming and Operations teams on the booking and facilitating of hires and the EFDSS programmed events at Cecil Sharp House
- First point of contact for all hire enquiries, responding promptly to all enquiries made regarding the availability and hire of the accommodation at CSH, including show rounds and, when necessary, appropriate negotiations about rates.
- Managing the venue hire bookings through the Artifax diary, ensuring that the information is up to date and relevant and to train other staff in how to use and access this system where appropriate.
- Issuing and archiving all booking correspondence, contracts, invoice statements and maintain customer files on computer and hard copy for reference (see Finance below).
- Regular liaison with CSH staff and catering franchisees, in particular with Venue Operations Manager, Artistic Development Programme Co-ordinator, Education Administrator, Duty Managers/Caretaker, catering/bar franchise staff, and other staff as required, and when necessary, members of the senior management team, to ensure that all bookings are delivered to the highest level of customer satisfaction.
- To liaise with the technical manager and team (freelance) ensuring that engineers are rostered for all events and hires where necessary and technical information is provided for all relevant events (hires and EFDSS' activities).
- To manage the Venue Sales and Events Administrator, providing guidance and support and regular supervision of duties.
- To ensure that the policies and procedures for hirers are consistent and communicated clearly to all hirers and are understood by any other members of EFDSS who may need to implement them, ie the Front of House team.

Sales and Venue Hire Development and Marketing

- To work with the Operations Director to develop existing and new markets for hires, agreeing financial targets for the year and producing weekly up-dates on income and capacity filled to the Chief Executive.
- Working with the Marketing Team to ensure all marketing (eg print/web/social media) is kept up-to-date and presents CSH in an attractive and professional way, and providing publicity material on hires events to the Marketing Team when appropriate.

- With the Operations Director, regularly review hire charges and make recommendations to the Chief Executive.
- Working with the Operations Director and Venue Operations Manager, regularly review and report on the need for building and equipment up-grades.

Health and Safety

- To ensure that all 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 if required they provide the requisite number of stewards to ensure the safety of all their guests at their events.
- To ensure that all hirers have the requisite public liability insurance for their events.
- To communicate with the Operations Director, Front of House, Duty Managers and café/bar franchisee on an ongoing basis any important information regarding changes to schedule or policy when appropriate.

Finance

- To raise invoices for hires including ancillary equipment in line with EFDSS' accounting procedures.
- Handling cash, credit card, cheque, standing order and direct debit payments from hirers.
- To support the Finance Officer by adhering to timescales for generating invoices, ensuring that hire fees are paid within the correct period of the financial year and to aid in the chasing of debts.
- To prepare weekly income and forecast spreadsheets of venue hire income for the Chief Executive and senior management team.
- Working with the Operations Director to ensure that budget predictions for the financial year are accurate and reflect bookings and trends.
- To monitor and report venue hire trends on a monthly basis to the Operations Director and Chief Executive, including keeping a spreadsheet of declined hires and income lost/gained comparisons.

General Administration

- To ensure clear and effective communication at all times, internally and externally.
- Keep and make available accurate records for colleagues during any period of absence.
- To support the Operations Team with the general smooth running of EFDSS administrative functions and dealing with customer enquiries as required.

Other

- To work occasional evenings and/or weekends to ensure the smooth management of important events such as weddings (time off in lieu will be given)
- To undertake any other duty or responsibility as reasonably requested by the Operations Director or Chief Executive.
- To be an ambassador for EFDSS.

PERSON SPECIFICATION

Essential:

- Demonstrable and recent work experience of events management in a cultural or similar setting and therefore experience of all aspects of event and hires sales and management.
- Strong inter-personal skills, including influencing skills, with excellent communication skills in the English language – phone, face to face, written communications (letters, emails etc).
- Well-developed experience of using venue/event management software.
- Well-developed office skills, in particular strong IT skills and knowledge of working with word processing, spreadsheets, databases, internet, web eg Microsoft packages.

Desirable:

- Sales experience and proven track record of achieving or exceeding event sales targets in a relevant market Previous line management experience
- Knowledge and experience of using Artifax event management software.
- Knowledge and experience of working on a variety of events eg gigs, conferences, weddings (this list is not exhaustive).
- Interest in folk arts, and arts and heritage venues.

Qualities:

- Self motivation.
- Attention to detail
- Ability to juggle multiple priorities.
- Ability to work as part of a team.
- Flexibility and a positive attitude.
- Ability to negotiate with, and to influence, others
- 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:	£27,032
Hours:	35 hours per week, excluding lunch breaks, Monday to Friday, 9.30am – 5.30pm but flexibility is required Overtime is not paid but Time Off In Lieu (TOIL) is given
Holidays:	25 days per annum plus 8 statutory public and bank holidays
Pension:	Employee/Employer contributory pension scheme
Probation:	The post carries a 6-month probationary period.
Term:	Permanent

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.

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

HOW TO APPLY

Applicants should complete the EFDSS application form downloadable from <https://www.efdss.org/about-us/work-for-us/vacancies>. CVs will **not** be accepted. Completed applications should be e-mailed to: recruitment@efdss.org

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.

Closing date for completed applications is Monday 3 January 2022.

Interviews will be held at Cecil Sharp House or via Zoom during the week of 17 January 2022.