
Westminster Abbey



Events Enterprise Manager

Job description and person specification



Job description

JOB TITLE:	Events Enterprise Manager
DEPARTMENT:	Ceremonial, Events and Marketing
POST REPORTS TO:	Head of Ceremonial, Events and Marketing
KEY RELATIONSHIPS:	INTERNALLY: Head of Ceremonial, Events and Marketing, Works, Visitor Experience and Security Department. EXTERNALLY: Events' Clients, Nominated events' suppliers

JOB SUMMARY: Pro-actively and re-actively sell the Abbey precincts for a variety of events. Responsible for operationally planning and delivering events in a professional manner.

BACKGROUND: Westminster Abbey is both a place of daily worship, and is one of the UK's leading visitor attractions, welcoming over one million visitors each year. A diverse and lively community work at the Abbey, comprising approximately 360 employees and a greater number of volunteers.

MAIN DUTIES AND RESPONSIBILITIES:

1. Manage enquiries from direct clients, agencies and charities
2. Maintain and develop relationships with existing and new clients
3. Research organisations, agencies and individuals to identify new leads
4. Provide clients with proposals and quotations for their event enquiries within 24 working hours of their request
5. Conduct site visits with potential clients to prospect for new business
6. Chair pre-event logistics meetings with clients, agencies and any relevant stakeholders
7. Ensure smooth running of events by distributing detailed and accurate events' operations orders to all relevant Abbey departments no later than 7 days prior to an event
8. Book key event staff for events (cleaners, electrician, marshals, tour guides, security)
9. Attend weekly team meetings chaired by the Head of Ceremonial, Events and Marketing
10. Administrative tasks including, but not limited to, the production of hire licences, hire invoices and collating commission invoices
11. Analyse sales against target results for weekly updates to Head of Ceremonial Event Management and Marketing
12. Maintain strong relationships with existing clients to ensure their satisfaction and identify opportunities for upselling and cross-selling.
13. Continuously learn about new developments in the industry, including new technologies, market trends, and competitive threats

14. Working effectively with other departments within the Abbey, such as marketing, security, conservation and works, to achieve common goals
15. Identifying and establishing mutually beneficial partnerships with other venues
16. Utilise the Abbey-wide CRM system for inputting new and updating existing client information in accordance with Abbey data protection guidelines
17. Attend trade fairs, exhibitions, meetings with third parties and industry networking events to generate new business
18. Share knowledge of best practices, new suppliers and services
19. Work closely with the Head of Ceremonial, Events and Marketing to develop a new and innovative summer garden season offer every year
20. Carry out such duties as deemed necessary and reasonable by the Head of Ceremonial, Events and Marketing
21. Work flexibly as a member of the Event Management Team to cover other duties as and when required

Person specification

This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post. 'Essential' criteria are those that the job holder absolutely must have in order to do the job. 'Desirable' criteria are those qualities that would be either useful, or an advantage or those which the job holder can be trained to do.

Essential

Qualifications/Training

- Degree level or equivalent experience
- Full competency in Microsoft Office Packages

Knowledge

- In-depth knowledge of the events industry
- Operational events experience within a historic venue
- Sympathy for and understanding of the Abbey as a Christian Church
- Commitment to the Abbey's mission and to the maintenance of its reputation, with the capacity to operate with discretion

Experience

- Proven experience of event management, preferably gained within a high-profile organisation
- Proven track record of delivering high-quality, large-scale events with multiple build dates and derig
- Experience in tender processes
- Proven success selling a premium product and upselling
- Accomplished client and account manager
- Strategic partnerships
- Client relationship management
- Cross-functional collaboration
- Proven experience of financial control, reporting and invoicing
- Usage of databases
- Delivering accurate and timely event administration
- Proven ability in satisfying demanding internal and external customers

Desirable

- Proven experience in developing business cases to support the launch of new commercial offers

Skills

- Ability to work as part of a team
- Ability to work to deadlines
- Proven excellent time management and organisational skills
- Ability to work under pressure
- Methodical and accurate, with excellent attention to detail
- Able to deal with people at all levels
- Ability to act with tact and diplomacy at all times
- Able to build and develop collaborative working relationships
- Excellent attitude and approach to customer service
- Self-motivated and able to motivate others

Personal Attributes

- Professionally presented, with the ability to represent the Abbey positively and appropriately.

Circumstances

- Able to work weekends, evenings and public holidays as required