

MUSEUM *of* BRANDS

Role Description – Venue Hire and Events Assistant

Job Title	Venue Hire and Events Assistant
Responsible to	Head of Commercial Events
Works with	Fundraising Events Manager, Museum Manager, Museum Director, Visitor Service Officer, Learning Officer
Location	Hybrid, 50% home based and 50% at the Museum of Brands, London, W11 1QT. Flexible
Working pattern	Full time, 40 hours per week excluding 30 minutes lunch break.
Holiday	20 days, 8 public holidays
Salary	£22,984

1) Job Purpose

The Venue Hire and Events Assistant is a key role to support the development, implementation and delivery of our marketing campaigns, driving bookings with a view to maximize income opportunities. The post holder will act the main point of contact for events operations, managing our suppliers as well as freelance and casual event staff and running a varied portfolio of events for leading household names. The successful applicant will also support the Commercial Events Team with the delivery of Fundraising Events, Influencer Events, Fam Trips and Professional Talks.

2) Main responsibilities

Events Management and Operations

- To be the first point on contact for on-site events, including opening, closing and alarming the building
- To line manager freelance staff and casual event assistants
- To provide pre, during and post event client support, including set up of the venue
- To provide basic IT and AV support
- To collect and produce accurate and complete details ahead of events, including attendee lists, running orders, catering and invoicing information
- To manage all supporting administration, including enquiry information, Museum calendar, relevant documents and procedures, running orders and feedback
- To be responsible for writing and updating event procedures
- To check stock supply levels

- To carry out by monthly venue inspections

Sales and Marketing

- To plan and deliver marketing campaigns as outlined by the Marketing Plan
- To present marketing reports to monthly organisational meeting
- To produce marketing materials including brochures and flyers, venue newsletter content, SM content, website content
- To develop and evaluate promotional offers and campaigns
- To proactively develop new business opportunities
- To input on annual and quarterly reports
- To play an active role in the continuous development of the Museum’s commercial sales strategy and Commercial Events’ business plan

Other

- To support with the marketing and delivery of Fundraising Events
- To plan, deliver and Evaluate Influencer Events
- To support the planning and delivery of Fam Trips
- To assist with the delivery of our programme of 15-18 professional development talks per year including occasional hosting (early eve)
- To attend all Museum Trello meetings, Marketing meetings and relevant workstreams
- To input in bi-annual reports and to fill in department KPIs
- Alongside all colleagues, train as a Duty Manager and occasionally run the museum on a day-to-day basis, including 1 weekend or public holiday day per 8 weeks (approx)

3) Person Specification

	Essential	Desirable
Qualifications		Degree or Equivalent Experience
Knowledge	Confident user of Office, Wordpress, knowledge of social media marketing and familiarity with SEO Strong numeracy	Familiar with Canva, InDesign and Photoshop
Skills and Experience	One year work experience in a sales or marketing role Familiar with managing databases Strong analytical and research skills Great communication skills at all levels with excellent command of English, written and spoken, with attention to details for spelling and grammar Excellent customer service	Hands on knowledge of AV and technical equipment Experience managing staff Previous experience writing and presenting reports
Aptitudes	Sound judgment, ability to make decisions and resolve issues	

	Motivated to work towards targets Ability to prioritize workloads and meet deadlines Positive, energetic, fun	
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4) Museum responsibilities

- Respect all confidentiality, principles and practice of the Data Protection Act.
- Undertake further training as deemed necessary
- Assist in maintaining the security of the Museum and Museum visitors
- Comply with Fire and Health and Safety policies and legislation and to ensure the compliance and awareness of volunteers and visitors to the building.

5) How to apply

Please send your CV and a covering letter demonstrating how you meet the person specification: francesca@museumofbrands.com

Closing date: midnight on Tuesday 31st May 2022