



## HEAD OF EVENTS

**DEPARTMENT:** Development  
**REPORTS TO:** Deputy Director of Development  
**CONTRACT TYPE:** Permanent

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### **PURPOSE OF ROLE**

Leading the dynamic Royal Academy Events team, the Head of Events will manage the delivery of all internal and external events at the RA. This includes high profile events such as the Summer Exhibition Preview Party, events celebrating exhibition openings, corporate events and private hire. The Head of Events will line manage four Senior Events Managers and oversee a wider team of Events Managers and Assistants. The Events department sits within the Development pillar and services all areas of the RA.

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### **KEY OBJECTIVES**

1. To ensure all events held at the Royal Academy of Arts align with its standing and reputation, reflecting the glamour, prestige and guest experience appropriate to such an iconic location.
  2. To ensure events are delivered in harmony with the wider ecosystem of the RA, working closely with other teams and instilling a joined-up approach to shared spaces, facilities, resources, diary and target markets
  3. To lead and inspire the Events department, maintaining a motivated, high-morale team and sector-leading delivery of exceptional events. To set team objectives and targets, provide guidance and to foster a positive work environment.
  4. To oversee the planning and delivery of all events across the RA campus (exhibition openings, corporate and sponsor events, fundraisers, and private hire) to a high standard and on budget.
  5. Responsibility for the Events team strategy and policy development, contributing to the strategic planning for the Development Pillar in conjunction with the Deputy Director of Development.
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### **KEY RESPONSIBILITIES**

- Leading the management and delivery of the Royal Academy events programme including exhibition openings and receptions, dinners, corporate and sponsor events, major donor and patron events, breakfasts, fundraisers, and private hire.
- Delivering events across private spaces (e.g. Fine Rooms) public spaces (e.g. galleries), RA Members spaces out of membership hours (Keepers' House) and other areas as available / negotiated in exceptional cases.

- Managing the team planning, and logistical delivery of the Summer Exhibition Preview Party, and other fundraising events, achieving net income targets and enhancing the RA's reputation and profile.
- Responsibility for developing Private Hire events business across the RA site, developing the strategy, and ensuring income targets are met within the wider framework of activities at the RA.
- Collaborating with the Corporate Membership and Sponsorship teams to deliver contractual events.
- Working with other commercial teams in shared spaces to ensure that clients are directed to the best solution for their needs, e.g. upgrading external corporate event enquiries where possible or referring to Membership for regular use of Keeper's House
- Managing and directing the work of the Events Team: setting and delegating tasks and projects; agreeing targets and standards of performance, resolving challenges and answers queries as they arise; appraising, evaluating and developing performance of team members
- Planning and implementing schedules for the team to deliver agreed events within budget and on time. Ensuring all necessary briefing documentation is in place, allocating tasks and projects, setting targets and deadlines as appropriate.
- Upholding positive working relationships with all RA departments, fostering a collaborative approach to guest experience, revenue generation and event planning across the RA site.
- Maintaining excellent communication and working relationships with Senior Staff, Trustees, Senior Stakeholders, Academicians, and other Royal Academy hosts; responsibility for briefing and upward management.
- Creating collaborative rapport with external senior advisors to generate ideas and concepts for the Summer Exhibition Preview Party, other fundraising events and to secure support from events committees.
- Maintaining collaborative relationships with in-house catering operators, working with Head of Visitor Management and Welcome and the Keeper's House Manager.
- Developing and sustaining good working relationships with external suppliers (caterers, florists, event organisers, PR companies, photographers etc) maintaining standards and resolving challenges as they arise. Negotiating best prices, deals, packages, etc; operating a tendering process where appropriate to secure value for money.
- Devising and monitoring income and expenditure budgets and reporting against targets on a regular basis.
- Keeping fully up to date with Health and Safety, GDPR, VAT and Gift Aid legislation as it affects events delivery and the finances of fundraising events.
- Ensuring all necessary records, archives, documentation, and correspondences are maintained by the team, including the use of Tessitura and Priava databases, as appropriate.

- Networking among other events professionals to keep up to date with the events marketplace and trends.
  - Compliance with all relevant Health & Safety policies, procedures and regulations and take appropriate and reasonable care for the safety of colleagues and visitors to the Academy.
  - Undertaking any other duty which may be allocated by the Deputy Director of Development or Director of Development.
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## PERSON SPECIFICATION

### Experience

- Substantial experience in events production and management, together with demonstrable experience effectively managing an events team. Experience working and liaising with a range of stakeholders both internally and externally, together with proven ability to network at a senior level
- Proven project management experience, ideally within a museum and/or gallery
- Significant experience managing fundraising events and income generation through corporate and commercial hire events, with a successful track record of delivering a varied portfolio of events
- A strategic thinker, you will have experience shaping and developing strategy along with refined team leadership skills
- Existing experience managing budgets and ensuring financial processes are adhered to accordingly

### Knowledge and Skills

- Exceptional organisational and presentation skills, with a keen attention to detail and the ability to deliver to deadlines
- A solution focused approach to working, you will consistently aim to improve processes and procedures
- Knowledge of Tessitura, Priava or any other events related database is desirable
- Excellent knowledge of Health and Safety and GDPR regulations and best practice

### Communication, Collaboration and Engagement

- A Confident communicator, you are able to get your point across clearly and succinctly, and engage others
- A positive role model, with demonstrable experience leading and motivating a team

- Comfort working in a fast-paced environment is essential
  - A genuine interest in the cultural sector and a commitment to the aims and objectives of the Royal Academy
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## ROLE REQUIREMENTS

- The Royal Academy operates 7 days a week. The Head of Events will be required to work during weekdays, evenings and weekends to support events as required.
  - This role will be largely required to be on site as per business needs however, we do operate a hybrid working policy which will allow opportunities to work from home.
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## WHY JOIN US?

### Our Values

To support the execution of our mission and our vision, we adhere to a set of shared values that guide our decision-making and shape our ways of working.

- Forever Creative
  - Fiercely Independent
  - Unapologetically Excellent
  - Belonging to All
  - Ethically Grounded
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### Employee Benefits

- Agile Working Policy (for full-time roles working from home up to two days a week where the role permits)
- Enhanced Holiday (with extended Christmas leave)
- Enhanced Pension Scheme
- Employee Council & Employee Network Groups
- Access to all RA exhibitions & access to exhibitions with our reciprocal partners
- Employee Assistance Programme
- Discount in RA Cafe's and Shops
- Give as You Earn Scheme to donate to a charity of your choice
- Cycle to Work Scheme
- Employee Choir and other employee clubs from running to knitting