



## SENIOR EVENTS MANAGER: PRIVATE HIRE

**DEPARTMENT:** Development  
**REPORTS TO:** Head of Events  
**CONTRACT TYPE:** Permanent

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### ABOUT THE DEPARTMENT

The RA Events Team manages numerous events across the Academy including major Fundraisers, Opening Receptions, Private Views, Lectures and Corporate or Private events. It also serves the wider organisation, assisting with the smooth running of the RA's public and Members' events. Many of these events are attended by prominent individuals from across the arts world to celebrities, politicians, and royalty.

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### KEY OBJECTIVES

- To create and develop the RA's private hire strategy in conjunction with Head of Events (HoE) and Head of Corporate Partnerships: Luxury and Business Innovation (HoCP)
  - To market and promote the RA as a premier event venue with responsibility for sourcing and securing an array of private hires to achieve maximum potential income, while causing minimum disruption to the RA's day-to-day operations
  - Be the lead Events Team contact for all private hire enquiries. Lead and nurture private hire relationships to ensure multiple year support and develop long-term valuable partnerships
  - To plan and deliver a portfolio of events as assigned by the HoE
  - To manage the central event diary and booking system (Priava) with the assistance of the events assistant
  - To ensure all events are managed to a standard in line with the Royal Academy's standing and reputation
  - To monitor and report on expenditure and income against set budgets
  - To manage relationships with internal and external stakeholders, supporters, and clients
  - To contribute to RA-wide events policy development, consultation, and communication and to contribute to strategic planning for the Development Department
  - Build and Manage relationships with different teams across the RA and ensure good communication with stakeholders is maintained
  - To line manage assigned members of the Events Team, if required
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## KEY RESPONSIBILITIES

- Create, implement, and deliver the RA's private hire strategy promoting the RA's unique event spaces to maximise potential revenue, together with the HoE and HoCP
- Work with the HoE to determine strategy, budget, and targets for private hires at the RA
- Work with the HoE and HoCP to identify, contact and cultivate prospects for private hires from a variety of sources including production companies and event management companies
- Build sustainable relationships with companies through private hire and convert these to Corporate Members/Partners or Patrons where appropriate
- Develop opportunities to promote hire of the RA's spaces for opportunities such as launches, photo shoots, fashion shows and takeovers
- Work with the RA's Marketing, estates and front of house teams to advertise and launch new private hire spaces as they become available
- Manage and implement a portfolio of events assigned by the HoE
- Manage the Events diary through Priava
- Oversee the work and product of external suppliers/agents during events and ensure this is carried out in accordance with RA requirements and regulations. Develop and maintain good working relationships and establish high standards, resolving difficulties and problems as they arise
- Monitor and forecast budgets and report to HoE as required. Seek quotes and costs as well as work closely with Finance on the invoicing process. Organise and arrange each event within the portfolio against set targets and objectives
- As required and under the direction of the HoE, manage and direct the work of assigned members of the Events Team: set/delegate tasks/projects, discuss and agree targets and standards of performance, resolve difficulties and answer queries as they arise, appraise, and evaluate performance of team members on a regular basis
- Devise timetables, schedules, risk assessments and summaries for each event as required
- Maintain debriefs, budgets and event reports for each event delivered
- Represent the team internally and externally, attending meetings as requested, articulating needs, concerns, and challenges, negotiating solutions to possible problems
- Ensure all necessary documentation, records and correspondence are maintained and undertaken project by project. Ensure all event, client and prospect records are kept updated in Tessitura and Priava and provide regular reports of private hire enquiries and income
- Build up and maintain RA-wide contacts and regular exchanges of information with other Royal Academy departments including Exhibitions, Facilities, Security and the offices of the Secretary and President where required

- Network among other event and charity professionals to keep fully abreast of the industry and competition
  - Keep up to date with Health and Safety, VAT, GDPR and Gift Aid legislation
  - Comply 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
  - Undertake any other duty which may reasonably be allocated by the Head of Events or Deputy Director of Development
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## PERSON SPECIFICATION

- Significant and varied experience of organising events including large scale receptions and dinners
  - Experience of promoting a venue for private hire and corporate events
  - Experience of managing fundraising events and working to income targets as well as experience of working within restricted budgets
  - Ability to co-ordinate many details, information, requirements to deadlines with meticulous attention to detail
  - Ability to think creatively to develop opportunities for the RA to maximise private hire income
  - Experience of working within a historic (listed) building is highly valued, although not essential
  - Experience of working with luxury brands, corporate clients, sponsors, major donors, and patrons
  - Relaxed approach to pressured situations with a genuine enjoyment of working at a fast pace and with tight deadlines to see tasks through to completion
  - Awareness of Health and Safety and GDPR regulations. IOSH trained desirable
  - An excellent communicator, you will have strong interpersonal skills and be able to engage stakeholders at all levels
  - A genuine interest in the cultural sector and a commitment to the aims and objectives of the Royal Academy
  - Database knowledge - preferably Tessitura and Priava Databases. - Knowledge of Tessitura, Priava or any other events related database is desirable
  - Broad knowledge of the events industry, including latest developments and key trends
  - Line management experience is desirable
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## ROLE REQUIREMENTS

- The Royal Academy operates 7 days a week. The Senior Events Manager 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 Café's and Shops
- Give as You Earn Scheme to donate to a charity of your choice
- Cycle to Work Scheme
- Employee Choir, Life Drawing classes, and other employee clubs from running to knitting
- Events team specific benefits include a competitive TOIL (Time of in Lieu) and overtime policies\*