



## Venue Sales and Events Planner

In July 2017 a major new heritage attraction opened in central London. Representing a significant addition to the culture and heritage market, The Postal Museum offers two experiences in one. Alongside interactive exhibition galleries telling stories from five centuries of British social and communications history, visitors will be able to take a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail – for the first time in its 100-year history. The Postal Museum showcases the extraordinary stories from five centuries of one of the country's most iconic services, grows our educational charity work and fundamentally changes the way we engage with our audiences, welcoming over 180,000 visitors a year, along with a further 400,000 through our public events programme, digital and outreach offers.

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**Based:** Central London Salary: up to £26,000

**Reports to:** Senior Venues Manager (SVM)

**Responsible for:** No Staff

**Contract:** Full-time

**Date:** January 2019

### **PURPOSE OF THE JOB**

- Successfully plan first class internal and external events across the museum's unique event spaces.
  - Increase revenue across the museum's event spaces through pro-active and reactive venue sales, upselling and suppliers commission
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### **PERSON SPECIFICATION**

#### **QUALIFICATIONS**

##### ***(Essential criteria)***

- Educated to a degree level or equivalent experience
- At least 2/3 years venue sales and event co-ordinating experience, preferably within a venue environment, ideally heritage or unique

## **EXPERIENCE**

### ***(Essential criteria)***

- Experience of venue sales, negotiation and identification of upselling opportunities
- Experience of organising and delivering a variety of events including receptions, dinners, product launches for corporate or private clients
- Experience of managing venue bookings diary and client database
- Ability to manage multiple events and work well under pressure and to tight deadlines
- Ability to think creatively, anticipate and solve problems
- Ability to work with a wide range of clients, suppliers and contractors at all levels

### ***(Desirable criteria)***

- Working in a heritage site or in a blank canvas/unique venue
- A commercial approach to work, devising initiatives to improve operations and service to clients

## **SKILLS/KNOWLEDGE**

### ***(Essential criteria)***

- Excellent written and verbal communication skills  
Excellent attention to detail
- Excellent understanding of the market for corporate and private events in London  
Excellent customer care skills
- Strong understanding of statutory policies including risk assessments, H&S, fire safety
- Strong negotiation, networking and presentation skills  
Strong IT skills including Outlook, Word and Excel
- Good working CRM systems
- Good knowledge of client and supplier contacts within the industry

### ***(Desirable criteria)***

- Experienced in use of A/V equipment

## **PERSON**

- Confident and diplomatic communicator at all levels; able to negotiate and compromise to work across the organisation for the best possible outcome  
Commitment to delivering outstanding customer service to clients
- Well organised and calm under pressure
- Excellent interpersonal skills
- Flexible, positive attitude and ability to work on own initiative
- Passion for and desire to work in the events industry
- Professionally presentable at all times, acting as an ambassador for the Postal Museum

## **Job role responsibilities**

### **Venue Sales**

- Pro active and reactive sales of the Museum's venue spaces for corporate and private events, filming and photography to achieve and/or exceed annual sales targets
- Conduct client and event agent venue show rounds
- Assist SVM in developing and delivering proactive and reactive sales proposals to attract new and repeat business.
- Support the SVM to benchmark the venue on sales, service and product on a regular basis and review in conjunction with post event client feedback.
- To attend networking events and trade shows building and developing partnerships where appropriate
- Manage the co-ordination of familiarisation trips and cultivation / showcase events
- Develop Event Services menu and upsell services to clients
- Manage internal database; including inputting enquiries and ensuring data up-to date and GDPR compliant

### **Event Planning & Co-ordination**

- Event planning and on-site delivery of all private and Postal Museum events, including pre and de-rig requirements
- Ensure any in-house AV required for the event is managed in conjunction with the IT Manager and runs according to the event schedule
- Ensure all suppliers and clients adhere to the venues restrictions, licensing and Health & Safety procedures for the duration of the event.
- Ensure event contractual, technical and logistical requirements are met in order to deliver the highest possible production and presentation standards for each event
- Create and communicate comprehensive client function sheets for on-site staff and suppliers and co-ordinate services provided by all external suppliers in planning and delivery stages
- Provide excellent customer service to clients, suppliers and internal staff at all stages of the event lifecycle
- Attend weekly event planning meetings
- Advise clients on the venue's operational and logistical policies to ensure the successful safe running of their event
- Ensure clients and suppliers comply with venue policies, health & safety rules and adhere to the premises license conditions
- Work in partnership with Development, Public Programme and Marketing teams to support with the planning and delivery of Museum events and any wider objectives

### **Other**

- Evening, weekend or early morning work required.
- The postholder will be expected to monitor and report on their work as directed by their line manager.
- The postholder will be expected to work to office guidelines on handling, health and safety, lone working, etc., as advised, taking responsibility as appropriate

**Deadline for applications: Wednesday 2 January 2019 at 9am.**