

Candidate Pack

Events Officer

Full Time, 40 hrs per week
Permanent Contract



Introduction

The Wallace Collection is an internationally outstanding collection which contains unsurpassed masterpieces of paintings, sculpture, furniture, arms and armour and porcelain. Built over the 18th and 19th centuries by the Marquesses of Hertford and Sir Richard Wallace, it is one of the finest and most celebrated collections in the world. So that it could be kept together and enjoyed by generations of visitors, the collection was given to the British Nation in 1897 and opened to the public in June 1900. It was an astonishing bequest and one of the greatest gifts of art works ever to be transferred into public ownership. The museum is internationally famous for its collection of French 18th-century art, Arms and Armour and for its Old Master paintings.

The museum is managed by the Director Dr Xavier Bray, who reports to a board of Trustees appointed by the Prime Minister, and is financed by a combination of grant-in-aid from central government and self-generated income.

We aim to engage with and diversify our audience and, before the pandemic, we attracted over 450,000 visitors a year to the museum.



Our priorities

The Collection is committed to providing access to as wide a public as possible and to helping visitors engage with this diversity. Our goal is to create a place of understanding, cultural pluralism, curiosity and learning. To do this, we plan to create a world-class visitor experience for all ages which stimulates engagement with our collection through a new programme of exhibitions, major gallery refurbishments and an enhanced and expanded digital presence.

Our strategic priorities are to:

- **To maintain, research and preserve the Collection for future generations;**
- **To broaden and deepen visitor engagement, connecting with audiences onsite and digitally;**
- **To build and support a strong exhibition programme;**
- **To lay a strong financial foundation for the future;**
- **To embark upon a Masterplan programme to transform the museum.**



Venue Hire at the Wallace Collection

The Venue Hire team is part of the Commercial Department that unites the Venue Hire, Retail, and the Restaurant franchise functions at the Wallace Collection. The department's key purpose is to increase the generation of income in order to make a significant contribution to the self-generated income of the Collection, which in turn supports the purpose and key objectives of the Wallace Collection; free public access, a creative learning programme, audience development initiatives, scholarly research and the conservation and curatorial programme.

Following a successful post pandemic period, it is an exciting time to join the team with a busy and an ever-growing calendar of private and corporate events. The role covers both sales and operational delivery from enquiry through to execution and gives event professionals a taste of every aspect of proactive and reactive sales

The Venue Hire team is responsible for an annual income target through events and location hire; and for providing logistical support on larger scale museum events such as, exhibition openings. The department is comprised of the Head of Events, two Events Officers and an Events Administrator; overseen by the Head of Commercial and Front of House.

Role summary

The Events Officer will be responsible for overseeing all events and location hire bookings from the initial point of enquiry through to on-site event managing. Key responsibilities include ensuring all enquiries are answered in a timely and professional manner and regularly conducting site visits to communicate venue safety regulations whilst maximising sales. In addition to the Senior Events Officer, the Events Officer will manage all corporate and private events and location hire bookings, and on occasion, assist on large scale internal events.

Additional responsibilities include, assisting the Head of Events with marketing and business development initiatives to ensure the Wallace Collection is in line with the latest trends and fashions. The Events Officer will also be expected to attend regular networking and social events to ensure new and existing client relationships are maintained and established.

This role reports to the Head of Events.



Role description

Venue and Location Hire

- Liaise with clients to deliver all events to an exceptionally high standard providing guidance and expertise on use of budget, choice of space and accredited suppliers.
- Proactively manage client events and commercial filming and photography enquiries, client site visits, supplier introductions and operations meetings.
- Respond to enquiries in a timely manner, ensuring that all the relevant paperwork for the event pipeline is raised and documented; including contracting and invoicing.
- Successfully manage and develop relationships with clients across events to ensure partnerships are maximised and clients remain fully engaged and committed to the Wallace Collection in the long-term.
- Work closely with the event support departments including guide lecturers, gallery and security staff and the facilities team, to establish good working relationships and ensure appropriate staffing is available for each event.
- Ensure that all audit and system based requirements for events are taken in an accurate and timely manner.
- Establish and maintain successful relationships with event suppliers through meetings and networking events.
- Other reasonable duties in line with the role which may be requested from time to time by the Head of Events.

Operations

- Liaise with internal teams on logistically complex enquiries to ensure that the safety of the Collection is at the forefront of all projects delivered onsite and be prepared to review RAMS documentation as required.
- Ensure that all events are effectively managed and delivered with minimum impact to the Wallace Collection.
- Support and assist clients in running their event effectively on the lead up to the event date and on the night.
- Assist Wallace Collection departments with the logistics of key events such as, exhibition opening nights or public programme events.

Sales and Marketing

- Work with the wider team to help implement a comprehensive marketing strategy, to include mailings, eNewsletters, telephone and social media campaigns and cultivation events.
- Assist with the production of marketing materials or copy as required.

Database Management

- Ensure all event enquiries are recorded in the Wallace Collection CRM and all confirmed events are logged on museum-wide as well as departmental calendars as required.

Person specification

Essential

- A minimum of one year's experience of managing events, preferably in historic or cultural settings.
- Proven knowledge and understanding of the events industry including suppliers and latest client trends.
- Experience liaising with both private and corporate clients, managing expectations to the highest level whilst respecting and adhering to the limitations of working in a museum.
- Ability to attract new clients to the Wallace Collection to improve sales and achieve ambitious income targets.
- Experience with information management, including producing, distributing and presenting information across a variety of audiences.
- Demonstrate ability to work with a wide range of event suppliers including production and catering; and to ensure that operational procedures are carried out to the highest standard.
- Proven interpersonal skills with the ability to work across departments and build relationships at all levels.
- Highly organised and excellent time management skills with the ability to prioritise and work under pressure.
- Ability to problem solve when unexpected situations or challenges arise.
- Demonstrate excellent attention to detail.
- Proficient with IT systems, including use of Office 365 programs.
- Willingness and availability to work evenings on a regular basis as well as mornings and weekends where needed.
- Excellent written and verbal communication skills.

Desirable

- Industry related training or qualifications such as Personal Licence, Risk Assessment, First Aid experience.
- Experience or familiarity with Adobe programs such as PhotoShop and InDesign.
- Passion and understanding of the arts and museums including the Wallace Collection.



Salary, benefits and working hours

The salary for this post is between £31,000 to £35,000 per annum dependent on skills and experience; and with the potential to earn £3,500 in overtime subject to operational requirements.

In addition, the post-holder will receive 25 days paid annual leave plus bank holidays and 2.5 'privilege' days. Employees are also offered the following benefits:

- **Membership of an Occupational Pension Scheme**
Alpha - a defined benefit occupational pension scheme (28.97%)
Partnership pension account - a stakeholder pension
- **Eye Tests**
- **Occupational Health Service**
- **Annual Flu Jab**
- **Employee Assistance Programme**
Services available 24/7 and 365 days per year to all employees
Free therapy service of up to six sessions per issue, per year (each session lasts 45-50 minutes)
- **First Aiders**
- **Access to Mental Health First Aiders**
- **Parental Leave**
- **Training and Development Opportunities**

For this post, the normal working week is a five-day week, Monday to Friday. The normal working day will be 09.00 to 17.00. However, regular early morning and evening working will be expected as part of the role for which you will be given time off in lieu or overtime for as agreed with your line manager.

How to apply

Please complete the Application Form, and the Equal Opportunities Monitoring Form, following the links provided on our website. Please note the equal opportunities form is used for monitoring purposes only and does not form part of the selection process. Both forms should be emailed to recruitment@wallacecollection.org by midnight **05/01/2025**. Please note late applications or applications via a CV will not be considered.

Interviews for the role will take place on week commencing, **06/01/2025**. Candidates who have been shortlisted for interview will be contacted after the closing date. Due to the large number of applications we receive, it will not be possible to contact or give feedback to candidates who have not been shortlisted for interview.

Start date: As soon as possible

Appointment to the role is subject to a satisfactory Basic Disclosure check. The Wallace Collection is an equal opportunities employer and welcomes applications from all sections of the community.



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