



## **Job Description**

Job Title: Event Manager

Reporting to: Guest Experience Manager

Salary: £29,322.00 (pro rata £17,593.20)

Hours: 21 hours per week across 3 days with the opportunity of flexible/hybrid working. (This excludes working as the Event Duty Manager for functions as and when required which will be paid as additional overtime at £18 per hour.)

Contract: Fixed Term Role 12 months

Application Deadline: 21.09.2023

*The purpose of this job description statement is to describe the general nature and level of work to be performed by the employee(s) assigned to this job title. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required. The Beatles Story reserves the right to revise this job description as necessary but will do so in consultation with the job holder at the appropriate time.*

## **THE PERKS**

- 28 days Holiday Annual Leave (pro-rata)
- A travel pass for local public transport: trains, buses, and ferries.
- Birthday Holiday after 12 months service – “Today it’s your birthday!” incentive.
- Length of Service Benefit – additional days holiday for every 5 years of employment.
- Complimentary tickets to events at the M&S Bank Arena, Liverpool.

## **ROLE PURPOSE**

The Events Manager is responsible for year-on-year growth in sales targets for the Beatles Story’s commercial venue hire, private tours and all functions that fall outside of the standard operations. The successful applicant will be responsible for all aspects of events from actively seeking out new opportunities to bring in sales, responding to incoming enquiries, liaising with clients in the planning stages through to overseeing the managing and delivery of events. Working within the Guest Experience Team of the Beatles Story you will be an integral part in ensuring the Beatles Story continues to be an established and



immersive must-see visitor attraction that supports the wider Liverpool city region visitor economy. Protecting and enhancing the Beatles brand and its legacy in the birthplace of the Beatles for future generations.

## **STANDARDS OF SERVICE**

You will have a passion for delivering excellent five-star service. You will have experience in leading a team. You are a role model, a great motivator, and able to get the best out of your colleagues. You work well under pressure and can manage a busy customer environment.

## **YOUR RESPONSIBILITIES**

- Generate year on year increase in revenue. Lead generation is likely to be a mix of networking with existing clients (current and lapsed), developing new business and maintaining/expanding existing databases.
- Develop and deliver a sales strategy including conducting show-rounds, follow ups, upselling services, and income tracking/data reports.
- Build strong relationships with external contractors and build a database of recommended suppliers for clients as and when required.
- Communicate with external companies to create bespoke products on behalf of the Beatles Story such as corporate menus, gifts, and other themed items to compliment the guest experience for events. This will include negotiating prices and the administration of setting up new suppliers.
- Manage the Guest Experience Team Members during functions ensuring the effective delegation of responsibilities, managing their workload, performance, and their personal development.
- Professionally respond to customer enquires via email, telephone, or face to face contact within a timely manner carrying out all administration regarding bookings.
- Work collaboratively with the Marketing team to ensure that our website is kept up to date with event details, creating/ updating brochures, and marketing materials as and when necessary.
- Work collaboratively with the Operations team to ensure all building regulations are being followed to ensure a safe and secure environment following the Beatles Story Risk procedures.
- Work alongside the Guest Experience Management team to ensure events are staffed, prepared and set up accordingly in a manner that does not affect daily operations but compliments the guests experience and maximises income generation.
- Propose new ideas to promote the commercial hire of the Beatles Story in innovative



ways as well as developing new marketing materials to promote commercial hire.

- Responsible for managing all financial aspects of the commercial hire business, timely client invoicing and monitoring caterers' commission payments and invoicing working alongside the accounts team..
- Create and regularly communicate Event Schedules and Event feedback forms to share with other departments as well as for the Board meetings for the Senior Leadership teams.
- Act as Events Duty Manager during corporate private hires outside of daily operations with support from the Guest Experience Management Team when needed. This will include function set up and close, leading the event team members and acting as Incident Manager in the event of an emergency situation.

#### **REQUIRED SKILLS/EXPERIENCE**

- Experience of event management and working within the commercial venue hire events industry, including directing/managing others at events and problem-solving issues.
- Proven ability to achieve sales targets.
- Diplomatic and mature negotiating skills, with the ability to prioritise and work under pressure to a high standard.
- Highly organised, positive, pro-active and with lots of initiative and energy.
- Excellent interpersonal and communication skills with a high standard of both verbal and written English.
- Smart, presentable, and courteous with a welcoming personality and highly professional.
- Keen sensitivity to a museum/visitor attraction environment, where attention to security, and to the care of the collection is paramount.
- Knowledge of Health & Safety requirements within a visitor attraction and experience in implementing Risk Assessments, Policies and Procedures.
- Experience in operating EPOS and/ or electronic ticketing systems.
- First Aid Qualification or willing to undertake training within the Induction period.
- Personal Licence Qualification or willing to undertake training within the Induction period.
- Knowledge and passion for the Beatles and the Liverpool City Region.

***Internal Candidates must first make their line manager aware of their intention to apply for this role.***

Application is by CV and covering letter to [victorialeyshon@beatlesstory.com](mailto:victorialeyshon@beatlesstory.com)

