

<b>JOB TITLE: Membership Events Coordinator</b>	<b>REPORTS TO: Membership Events Manager</b>
<b>FUNCTION: Membership Events</b>	<b>DEPARTMENT: Commercial Services</b>
<b>JOB PURPOSE:</b> To support the delivery and administration of an annual events programme designed to engage Members and wider supporters of the National Gallery. The Events Coordinator will work closely with the Events Manager to deliver a range of office-based responsibilities as well as being a key face of the programme while supporting the delivery of events.	

<b>Key Accountabilities</b>	<b>Key Activities / Decision Areas</b>
1. Administration & logistics	<ul style="list-style-type: none"> <li>▪ Financial processing, e.g., new supplier set up and processing/tracking of invoices</li> <li>▪ Maintaining accurate and up to date budget tracking against expenditure and revenue forecasts</li> <li>▪ Produce and distribute event briefings and factsheets for a range of stakeholders</li> <li>▪ Ensure GDPR compliance is maintained across processes and data management.</li> <li>▪ Data inputting and upkeep of the Gallery's event management system (Artifax) to ensure spaces are booked well in advance, cleared with relevant stakeholders, and event details are kept up to date.</li> <li>▪ Ensure event resources (e.g. practical materials, AV) are booked/procured appropriately and to agreed timelines.</li> <li>▪ Liaise with third-party providers such as cleaners and security to ensure adequate support and services are in place for each event.</li> <li>▪ Support the events manager in producing risk assessments where necessary and in collaboration with the Gallery's Operations and H&amp;S team.</li> <li>▪ Work closely with the Customer Service Manager and Supervisors to maintain a forward rota of staff to support each programme.</li> <li>▪ Work closely with the Supporters' House catering provider on ensuring event planning and delivery run smoothly.</li> <li>▪ Ensure all necessary event signage is briefed, produced and in place for every event.</li> <li>▪ Update and maintain user manuals for the Salon event space and Private Dining Room.</li> </ul>
2. Programming	<ul style="list-style-type: none"> <li>▪ Demonstrate an interest and understanding of the key programming themes of community, entertainment, exhibitions, the collection, and lifestyle.</li> <li>▪ Support the creative process of event ideation and carry out research where necessary into prospective collaborators.</li> <li>▪ Under the supervision of the Events Manager take responsibility for programming a range of free event formats to test and learn how audiences engage.</li> <li>▪ Carry out and present market research on external event programming across a variety of sectors.</li> <li>▪ Produce and maintain tools such as cultural calendars and a roadmap of wider gallery activity to ensure the programme remains relevant.</li> <li>▪ Support the Events Manager as necessary with comms to potential and existing event partners.</li> <li>▪ Build positive working relationships with internal teams also responsible for programming and delivering events.</li> </ul>
3. Data & reporting	<ul style="list-style-type: none"> <li>▪ Support with weekly, monthly and quarterly sales reporting.</li> <li>▪ Work closely with the Data &amp; Insights team to track and report on qualitative insights.</li> <li>▪ Work closely with the marketing team to track and report on the performance of event communications.</li> <li>▪ Carry out event wash-ups and document learnings to inform future events.</li> <li>▪ Ensure event attendance is accurately logged and tracked.</li> </ul>

1. Marketing & comms	<ul style="list-style-type: none"> <li>▪ Support the Events Manager in the writing copy for online event listings, use across social channels and CRM emails.</li> <li>▪ Work closely with the Events Manager and marketing team to ensure all event communications are to the highest standards.</li> <li>▪ Support Events Manager in the briefing and sign-off of marketing materials to support sales.</li> <li>▪ Liaise with speakers and event collaborators on asset management.</li> <li>▪ Liaise with photographers to capture event imagery to promote events to different audiences and across a range of channels.</li> </ul>
2. Guest Experience	<ul style="list-style-type: none"> <li>▪ Host event attendees to deliver a warm welcome and check-in experience.</li> <li>▪ Build a rapport with members and their guests to make their experience the best it can be and to gain valuable insight into their needs.</li> <li>▪ Work closely with speakers and guides to ensure they have everything they need ahead of each event.</li> <li>▪ When needed to introduce attendees to hosts.</li> <li>▪ Regular attendance at events to support their successful delivery and to provide support where necessary.</li> <li>▪ Resolve any issues in the moment and provide excellent follow up care for any attendees.</li> <li>▪ Ensure the Salon and Private Dining Room within the Supporters' House are managed and set up in line with agreed processes.</li> </ul>
3. Stakeholder Relations – specific to Coordinator	<ul style="list-style-type: none"> <li>▪ Build a collaborative relationship with Gallery Events, Artifax Administrator, CSA's, Securitas, F&amp;B stakeholders, to ensure events can be delivered to their highest potential.</li> </ul>

<b>Role Dimensions</b>	
<b>Financial (limits/mandates etc.)</b>	<b>Non-financial (customers/staff etc)</b>
<ul style="list-style-type: none"> <li>▪ The events programme is required to generate circa £100k per annum across a range of ticketed events.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Artifax Coordinator, Finance, Front of House, Operations, Audio Visual, Ticketing,</li> </ul>

<b>Person Specification</b>	
<b>Competency / Performance Drivers</b>	<b>Technical / Professional Expertise</b>
<ul style="list-style-type: none"> <li>▪ Detail-orientated</li> <li>▪ Strong proficiency in organisation, problem solving and communication</li> <li>▪ High level of collaboration skills</li> <li>▪ Ability to work to regular deadlines</li> <li>▪ Ability to multi-task</li> <li>▪ Good social skills and comfortable in a customer-facing role</li> <li>▪ Open and enthusiastic nature</li> <li>▪ Flexible and willing to participate outside 'office hours' according to event requirements</li> </ul>	<ul style="list-style-type: none"> <li>▪ IT skills (intermediate level of experience in Word, Business Central, Artifax, Powerpoint extensive level of experience in Excel)</li> <li>▪ Experience of event production</li> <li>▪ Knowledge of hospitality and lifestyle events</li> <li>▪ A keen interest in cultural events</li> <li>▪ Experience of budget management and planning</li> <li>▪ Knowledge of digital and commercial tactics (CRM, marketing etc.)</li> </ul>

<b>The Promise Performance Behaviours (9)</b>				
Passionate Patient	Engaging Approachable	Polite Adaptable	Positive Consistent	Professional