

Events Manager

The Bush Theatre is looking for an experienced, organised, and target driven Events Manager to work closely with the Head of Operations and front of house teams in order to seek out, plan and deliver high quality events and hires throughout our newly developed building, focusing on income generation.

The ideal candidate will have:

- Proven successful track record of growing sales and meeting ambitious income targets
- Experience of negotiating deals and preparing contracts for hires or productions
- Project management and delivery experience in a theatre or events setting
- Experience of organising schedules and communicating with a team to arrange an event or activity
- Experience working with Customer Relationship Management systems or event booking systems

How to Apply

We want you to have the opportunity to really tell us about yourself and explain why this position is right for you in whatever way feels most appropriate. Send one of the following, alongside a basic CV:

- A personal statement (500 words max)
- Presentation - Keynote or PowerPoint
- Short video or sound file (5 minutes max)

All applications will be judged on content not on format. We have suggested some options above, but if you would like to suggest an alternative let us know.

All applications should address the following questions:

- Tell us a little about yourself and why this position interests you.
- Tell us what experience you have had that means you meet the person specification outlined in the job description; include practical examples.
- What would you be bringing to this role?
- Do you have any qualifications you want to tell us about?

1. Read the Job Description and Person Specification.

2. Apply through our recruitment portal [Breathe HR](#). Include a CV.

You can upload video or sound files using the We Transfer service <https://wettransfer.com/>. When using this service, please include the We Transfer link in your Breathe HR attachments by including the link in your CV or submitting it on a separate document.

3. Complete our [Equal Opportunities Monitoring form](#). This helps us to better understand if our recruitment practices are accessible and equitable to all.

If you have any need for this information in a different format please contact our Theatre Administrator Chloe Wilson by emailing jobs@bushtheatre.co.uk or phone 0208743 3584.

Deadline for applications: 11.59pm on Thursday 7 November 2024

First Interview date: Wednesday 22 November 2024

Second Interview date: Friday 29 November 2024

Interviews will take place online or at the Bush Theatre, 7 Uxbridge Road.

We produce new plays and develop artists who see the world from a different vantage point and write stories for the many communities of contemporary London. Our diverse team and their range of experiences are vital to the Bush's success, but we still have work to do to make sure they fully represent the communities we serve. If you are excited about this role and the work we do, we want to hear from you even if you don't meet every criteria. We are particularly keen to receive applications from underrepresented and marginalised groups such as people of North African, Sub-Saharan African, West Asian, East Asian, Southeast Asian, South Asian, Pacific Islander and Indigenous backgrounds, Migrants, LGBTQIA+ people and those who are disabled or neurodiverse.

Minimum Criteria Guaranteed Interview Scheme

As part of our Minimum Criteria Guaranteed Interview scheme, we will offer an interview to disabled candidates who meet the essential criteria for the role. If you consider yourself to have a disability or long-term condition and would like to apply through this interview scheme, please let us know by stating anywhere in your application: 'I would like to apply through the Minimum Criteria Guaranteed Interview scheme.'

Data Policy

Your application and any associated personal information will be stored and processed in accordance with our Data Policy and destroyed after six months. We will keep your equal opportunities form for a period of up to 6 months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are engaged by us, the information you supply will be kept securely and form part of your record with us.

Events Manager Job Description:

Responsible to Deputy Executive Director
Working closely with Venue Manager
Cafe Bar Manager
Producers

Background

Bush Theatre

Opened in 1972, the Bush Theatre is internationally renowned as *'the place to go for ground-breaking work as diverse as its audiences'* (London Evening Standard).

A champion of playwrights and operating in one of the most culturally diverse areas of London, the Bush Theatre has a commitment to its local community and the wider artistic community. Braiding these two strands of work together, the Bush produces an engaging and challenging programme that reflects the world we live in.

Recent successes include multi-award-winning productions *Red Pitch* by Tyrell Williams, *Lava* by Benedict Lombe, and *Invisible* by Nikhil Parmar. Bush Theatre Productions have taken the Olivier Award for 'Outstanding Achievement in an Affiliate Theatre' for the previous four years with Richard Gadd's *Baby Reindeer*, now a successful Netflix series, Igor Memic's *Old Bridge*, Waleed Akhtar's *The P Word* and Matilda Feyişayọ Ibini's *Sleepova* respectively. In 2023 the Bush was joint winner of The Stage's 'Theatre of the Year' alongside the Lyric Theatre, Belfast and produced Sir Lenny Henry's first play *August in England* which was directed by Bush's Artistic Director Lynette Linton and Associate Artistic Director Daniel Bailey.

Since re-opening in March 2017 after a year-long £4.3 million renovation by architects Haworth Tompkins, the Bush has continued to create a space where all communities can be part of its future and call the theatre home.

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[Meet the Bush team](#)

Purpose of role:

Main Duties and Responsibilities:

Marketing and Sales

- Implement the sales and marketing strategy for the venue hire function with support from the Deputy Executive Director
- Identify opportunities for revenue growth; proactively sell the venue to new clients
- Cultivate partnerships with booking agencies and proactively account manage existing clients
- Work alongside the Bush Theatre marketing team to design and develop the online presence of the commercial events business through our website as well as 3rd party sites
- Build a profile locally and within the wider region to encourage the use of Bush Theatre hire facilities
- Analyse sales activity and KPIs to inform business decisions
- Work with the Producer to ensure all key dates are held for forthcoming events

Events Coordination

- To act as first point of contact for all hires and events enquiries, and to ensure there are processes in place that all enquiries are responded to in a timely and efficient manner
- To manage the sales and booking of events working creatively and strategically within the restrictions of the current building programme to ensure the maximum number of bookings can be accommodated
- To successfully negotiate hire quotes to maximise potential income

- Ensure all costs are covered within the quote
- Manage the booking of space for Casting Pictures
- To manage the coordination and administration of non-commercial events with the support of the Producing, Venue and Technical teams.
- To ensure that all Venue staff are fully briefed on upcoming events
- To collaborate with the Cafe Bar Manager on all catering requirements to ensure consistently high standards
- To actively contribute to the Bush Theatre's policy of providing a friendly, welcoming and accessible service to all audience and visitors to the building
- To ensure appropriate risk assessments are in place for the safe delivery of events and event hires, liaising with the Technical and Buildings Manager and Deputy Executive Director regarding any measures that need to be implemented

Administration & Finance

- To manage the events booking and scheduling system - Function Tracker
- Utilise Function Tracker to manage event agreements, invoice requests, run sheets and financial reporting.
- To ensure that all events are entered into the Mega Planner and Function Tracker and ensure that all relevant staff members are trained and use it effectively.
- Prepare detailed event run sheets and ensure that the Venue teams are briefed on client needs and staffing requirements
- To work with the Deputy Executive Director to ensure that all events and hires are appropriately contracted
- Request sales invoices from the Finance Department to be sent to clients as directed
- Supported by the Finance Department to monitor income and control expenditure against budget.
- Research, develop and maintain a comprehensive database of corporate and community clients
- To prepare a briefing for the weekly building meeting

Event Programming and Coordination

- To work with the Deputy Executive Director to programme repeated events to support activity at our bar
- To negotiate deals and contracts and manage ongoing relationships with artists, producers and visiting companies, with support from the Deputy Executive Director as required.
- To liaise with the Technical and Venue Management teams to ensure the smooth running of all events minimising the need for additional resource
- To ensure expenditure is monitored and well managed
- To draw up all settlements for visiting companies.
- To monitor the demographics of people involved in our event programming

- Provide the lead contact for any festivals taking place at the Bush Theatre

General

- Attend read-throughs, sharings, Preview, Press and Supporters Nights and other Bush Theatre events as required
- To keep up-to-date with the events industry
- Actively develop and implement green policies and practices for the department
- Adhere to, and actively contribute to all Bush Theatre policies, including Equalities (diversity, access and equal opportunities), Environmental and Health & Safety
- To maximise income and minimise expenditure wherever possible, without jeopardising the quality of the work or the reputation of the Bush Theatre
- To act always in the best interest of the Bush Theatre
- Any other duties as reasonably required

Person Specification:

Essential Skills and Experience:

- Proven successful track record of growing sales and meeting ambitious income targets
- Proven experience of event logistics and event delivery
- Experience of organising schedules and communicating with a team to arrange an event or activity
- Experience of negotiating deals and preparing contracts for hires or productions
- Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines
- Proven excellent communication skills, written and verbal including simple report writing, presentations and copy writing. Including being the first point of contact

Essential Attributes:

- A positive attitude with a high level of self-motivation and ability to work on your own initiative.
- Understanding of and commitment to equal opportunities and diversity within our programme
- A demonstrable commitment to creating an inclusive and welcoming work environment

Desirable:

- Experience of using Microsoft Office suite or Google suite
- Experience of using a Customer Relationship Management software

Terms and Conditions:

Hours: 21 hours per week across at least 3 days, additional hours may be necessary to fulfil the requirements of the post

Salary : £31,500 per annum pro rata dependant on experience

Holidays: 30 days per annum inclusive of Bank Holidays
Rising to 31 days after two years' service
Rising to 32 days after four years' service

Probation: Three months

Contract type: Six month Fixed Term Contract
with possibility to extend dependant on funding

Other Benefits:

- Interest-free season ticket loan (after probation)
- Cycle to work scheme
- Complimentary tickets to all Bush productions subject to availability
- 20% discount on food and drink at the Library Cafe Bar
- Access to a confidential counselling service