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|  | | | | JOB DESCRIPTION | | | Form JD1 |
| JOB TITLE: Mansion House Marketing & Events Manager | | | | | **POST NUMBER:** | | |
| **REPORTS TO:** Mansion House Manager and Curator | | | | |  | | |
| **DEPARTMENT:** Mansion House | | | | | **GRADE:** 7 | | |
| **JE REF:** | | | 176 | | PANEL DATE: | 07/12/2021 | |
| **1.** | **MAIN PURPOSE OF JOB**  To manage the all events held in the Mansion House to ensure all events comply with the booking policies, health & safety and security.  To ensure events are economically viable.  Work with the Mansion House Manager and Curator to promote the venue through developing business contacts, hires and a yearly cycle of events.  Effectively market and promote the Mansion House through traditional print based marketing and digital media and other opportunities as they arise.  To ensure that a high level of Visitor Services is provided by the Mansion House team. | | | | | | |
| **2.** | **CORE RESPONSIBILITIES, TASKS & DUTIES:** | | | | | | |
|  |  | To manage and coordinate all internal/external bookings of the Mansion House. | | | | | |
|  |  | Ensure the effective management and organisation of all events held in the Mansion House, providing a professional and customer focused image of the house and the team. | | | | | |
|  |  | To develop and implement the MH marketing strategy and annually review annually. | | | | | |
|  |  | Identify and actively seek appropriate media and promotional opportunities for the Mansion House (including social media), and actively seek opportunities for working with partners organisations both regionally and nationally. | | | | | |
|  |  | To market and promote Mansion House, as appropriate, including   * the development of printed marketing material such as flyers posters, * extending the use of social media avenues * ensure the digital media strategy is implemented | | | | | |
|  |  | Compile, implement and promote cyclical events and listings for the House, working with team colleagues as appropriate. | | | | | |
|  |  | To actively develop, seek and promote opportunities for new and appropriate events in the Mansion House and actively build relationships with clients and potential clients which will involve showing them the Mansion House as a venue. | | | | | |
|  |  | Ensure the Mansion House website is current and properly reflects the activities, events and history of the House. | | | | | |
|  |  | To be responsible for the day to day management of associated Mansion House marketing budget in consultation with the Mansion House Manager and Curator. | | | | | |
|  |  | To apply appropriate and specified health, safety and security regulations for all events held in the Mansion House, as directed by the Mansion House Manager and Curator. | | | | | |
|  |  | Ensure all events are appropriate for the historic environment and ensure no event is detrimental to the historic interiors. | | | | | |
|  |  | To ensure the content on social media for the Mansion House is relevant and appropriate and encourages new users and interactions. | | | | | |
|  |  | Act as marketing & events representative for the Mansion House at appropriate key events. | | | | | |
|  |  | To ensure that the Mansion House facilities are kept to a high standard of presentation, at all times, when open to the public , in conjunction with the Operations Manager. | | | | | |
|  |  | Deputise for the Mansion House Manager & Curator as required. | | | | | |
|  |  | To establish and maintain a contact list to promote events and activities held in the Mansion House. | | | | | |
|  |  | To ensure that all invoices are raised quickly, so that income is generated within a reasonable period after events have taken place. | | | | | |
|  |  | Ensure all income is properly recorded and accounted for. | | | | | |
|  |  | Develop ideas towards the development of the Friends of the Mansion House, e.g through writing articles for the newsletter. | | | | | |
|  |  | To undertake any special projects, as directed by the Mansion House Manager and Curator. | | | | | |
|  |  | To support the running of events when minimum numbers are required to keep the house open. | | | | | |
| **3.** | **SUPERVISION / MANAGEMENT OF PEOPLE**  No. reporting - Direct: none Indirect: 3  Events assistants x up to 3 casual ( as and when required posts) | | | | | | |
| **4.** | **CREATIVITY & INNOVATION**  This post involves generating ideas to improve the quality of the service delivered, for both internal and external customers.  It also involves the following creative and innovative activities:   * Initiating and developing ideas to develop the Mansion House as a key visitor and corporate attraction in York; * Identifying areas for improvement for visitors to the Mansion House and delivering improvements in consultation with the MH Manager & Curator and Operations Manager; * Contributing ideas to the yearly cycle of events calendar of the Mansion House. * Effectively market the Mansion House, using a range of media and being creative in delivering the marketing strategy. * Creating and developing leaflet and poster content and design and advertisements and other promotional material in consultation with Mansion House Manager & curator * Manage and Contribute to the content of the website and social media, keeping it relevant and up to date | | | | | | |
| **5.** | **CONTACTS & RELATIONSHIPS**   * **Internal**   Key relationships with the Lord Mayor and the civic party on a daily basis, either being resident in or in connection with events in the Mansion House.  Regular contact with colleagues across many different departments  Internal users of the Mansion House who wish to hold events at the house, these include presentations and initiative launches etc  Contact with Councillors on an occasional basis, in connection with events in the Mansion House, and also civic events in the Mansion House or elsewhere in the city.   * **External**   Interaction with external contacts, businesses in York, as well as members of the public. Providing guidance and advice on all matters relating to the service and use of the Mansion House as a venue  Regular contact with members of tourism/marketing organisations in the city and beyond, including Make It York/Visit York and Welcome to Yorkshire.  Regular contact with external service providers, such as designers for promotional material and caterers and other suppliers relating to events held in the Mansion House.  Regular contact with partner organisations in the city to carry out joint opportunties for marketing and events; such organisations are   * York Archaeological Trust * York Museusm Trust   Occasional contacts with visiting dignitaries in collaboration in organising events, such as, royal visits  Contact with the Police and Armed Forces in the effective planning of citywide events, and with the Lord Lieutenancy on the occasion of Royal visits.  Occasional contact with national and international organisations, regarding events, such as, twninning organisations | | | | | | |
| **6.** | **DECISIONS – discretion & consequences**  Responsible for the effective marketing of the Mansion House  *Consequences:*  *Ensure that visitors are aware of the building and that it is open the public for a variety of uses.*  Flexibility to approve level of charging for events held in the Mansion House.  *Consequence: ensure there is income generated.*  Develop and maintain effective mailing/contact lists  *Consequence: ensures that all events held in the Mansion House and has the largest possible targeted audience to increase footfall and income.*  Help create effective teamwork, to manage events and to ensure correct staffing levels.  *Consequence: ensures the Mansion House is fully staffed to meet events of the hirers.*  Implement and maintain an effective enquiries and accounting system from first contact through contracting to hire the Mansion House to making final payment also ensuring the house remains competitive *:*  *Consequence: to ensure that income generated is paid into CYC accounts quickly and to ensure CYC receive money before events take place.*  Identify and monitor improvements to services provided to visitors to enhance the visitor experience.  *Consequences: ensure changes are practical and**appropriate for the environment*  Deliver vibrant and energetic social media contents across all the platforms:  *Consequences: ensures a strong presence online to maintain and attract new audiences* | | | | | | |
| **7.** | **RESOURCES – financial & equipment**  *(Not budget, and not including desktop equipment.)*  The post holder with have responsibility to:   * ensure that all monies generated from hires/events of the Mansion House are paid into the CYC accounts efficiently £1000-2000 per month. This will involve receiving cash/cheques/card payments from hirers of the House and banking monies received. * ensure that a financial system is in place to ensure that monies for events are paid before the event take places. | | | | | | |
| **8.** | **WORK ENVIRONMENT – work demands, physical demands, working conditions & work context** Work demands There is a need to meet strict deadlines in the organisation and marketing of events. This will involve problem solving and competing demands  Frequent, daily disruption to planned work, to respond to the needs of the hirers of the Mansion House.  Much of the work is office based, although there is a requirement to attend events in the Mansion House and elsewhere in the city, which may be in the evening or at weekends.  There is also a requirement to attend off-site meetings with various external organisations, involved with the co-ordination of events. Physical demands Some occasional lifting and carrying of light furniture and chairs in the Mansion House, if assisting in setting up for events.  Manual dexterity required for frequent keyboard use. Working conditions The day to day activities are office based, but with a need to move between the office and the Mansion House.  The post involves attending events in the Mansion House and will involve Saturday/Sunday working on a rota basis.  There will be a requirement to attend external meetings and events, representing the Mansion House. Work context Work Involves minimal risk | | | | | | |
| **9.** | **KNOWLEDGE & SKILLS**  Educated to degree level or equivalent relevant experience  Significant proven experience in events organisation  Proven marketing qualification and/or experience  At least 2 years experience of managing staff and resources  Excellent communication and presentation skills, both written and verbal and the ability to adapt to the appropriate target audience.  Excellent Numerical skills for statistical and budgetary analysis and effective Information Technology skills, including Microsoft Office and management information systems.  Ability to be tactful and diplomatic.  Excellent interpersonal skills. Ability to relate to senior managers and elected members, to adapt to sensitive situations and work effectively with diverse groups.  Excellent organisational skills and time management, plus ability to adopt a flexible, innovative approach to problem solving.  Ability to be discrete, confidential and have political awareness.  Ability to provide and develop a high quality customer service.  **Ability to converse and provide advice and guidance to members of the public, in spoken English, to Common European Framework of Reference for Languages (CEFR) - level C2 -** Mastery or proficiency - Can express him/herself spontaneously at length with a natural conversational flow, avoiding or backtracking around any difficulty so smoothly that the person with whom they are conversing is hardly aware of it. Can understand with ease virtually everything heard or read. | | | | | | |
| **10.** | Position of Job in Organisation Structure Job reports to: Mansion House Manager and Curator  THIS JOB:  Marketing & Events Manager  3 part-time as required events assistant’s | | | | | | |