Main Place of Work/Location: 20 Bank Plain, Norwich, NR2 4SF
Responsibilities: Booking and managing a range of live, ticketed events
Responsible to: Head of Hospitality and Events

About the Trust
OPEN is a multi-purpose venue, in the heart of Norwich, committed to delivering world class live music and outstanding conference facilities, which funds OPEN Youth Trust, a charity that provides opportunities that make a positive difference to the lives of young people in Norfolk.

About the Role
Permanent - 40 hours per week including some evenings and weekends to suit the needs of the Trust. There is the possibility of a job share or part-time working depending on the expertise and flexibility of the applicants.

Being an ambassador for the Trust, you will have the opportunity to make a difference every day by working closely with the existing team and customers. You must be a proactive and highly organised individual with the skills and experience to generate and manage commercial revenue streams through a variety of live music genres, comedy, theatre and public events. You will demonstrate an approachable demeanour with outstanding communication skills and a passion for delivering an excellent customer experience.

Salary and benefits
£16-20k (dependent on experience)
Pension and private health scheme
20 days annual leave plus statutory holidays

Competencies, Skills and Experiences

Essential
Experience of the music and comedy scenes
Promoter, agent and manager dealings
Event management expertise
Contract negotiation
Commercial acumen and financial forecasting
Managing customer/promoter relationships
Team working
Strong IT and communication skills
Self-motivation

Desirable
Charitable affiliation
Database knowledge

Main Purpose of the Role

- To manage all ticketed events.
- To generate revenue from a broad range of live music for all tastes, either self-promoted, co-pros or promoter led, with a mix of regular sell-out popular touring bands and smaller intimate gigs in both the versatile Banking Hall (up to 1,200 standing/800 seated) and Club room (up to 300 standing/80 seated).
- To develop diverse strands such as comedy, cabaret, variety, fashion, theatrical productions and sporting events.
• To work with other members of the team to create a regular, exciting and diverse schedule of public events where OPEN takes 100% of ticketing, bar and hospitality revenue, promoting and managing them effectively and profitably. Events will include Oktoberfest, other food and drink festivals, Pride, NYE and Halloween parties, exhibitions, etc.
• To develop events that include an element of hospitality, either pre-show or as part of the programme.
• To identify, establish and develop new commercial opportunities for the venue, maximising profits with the ultimate aim of making OPEN the largest and most successful multi-purpose venue in East Anglia.
• To work closely with senior management and the operations, conference and hospitality teams to meet the organisational and strategic goals of OPEN Youth Trust and secure its financial future and self-sustainability of the charity’s youth work.

Detailed Responsibilities
• To develop and agree sales plans and budgets with the Head of Hospitality and Events and to achieve agreed targets and margins for all types of events.
• To analyse the long-range bookings schedules, ensuring that any gaps in venue availability are filled profitably and that diverse, self-promoted events with 100% revenue retention appear regularly on the annual calendar.
• To broaden the current portfolio of live music and events into broader areas of public appeal such as comedy, classical music, theatre and festivals.
• To work with the Head of Marketing to create campaigns that generate sales and maximise business from existing and new sources, ensuring that the database is populated with new contacts and customers and that information is managed accurately.
• To work with freelance project managers on events such as Pride, Oktoberfest, Comedy Nights, Festivals, Fashion Shows, etc.
• To work with the Technical Supervisor on ensuring liaison between clients and bands is made in a timely manner and to optimise technical staffing, ensuring that events are kept within budget.
• Liaise with the Head of Hospitality and Events and Operations Manager to seek to optimise event staffing, ensuring a balance between delivering excellent customer service and costs to ensure that the greatest possible value is retained from the activities for which you are responsible and to ensure that targets are achieved.
• Build external relationships to make sure that OPEN is foremost in the minds of a broad range of potential clients, promoters, agents and managers particularly promoting the flexibility of the venue, its outstanding technical facilities and black box capability.
• Foster a strong team approach, supporting all managers and teams in their work and encouraging and motivating staff, volunteers and young people working in the Venue.
• Ensure that there is a range of different events to appeal to various audiences and ensure that each event is profitable through the population and management of commercial calculators.
• Create a record of all new business, prospecting and related activity and provide an analysis against sales targets via the commercial tracker to the Head of Hospitality and Events each month.
• Follow administrative procedures and policies to ensure the smooth handling of all activities including the full use of the booking software suite (Artifax).
• Understand competitors, develop new business income streams on the basis of evaluation and analysis and increase revenues generated from each of these activities. Evaluate and assess the results achieved from them and determine strategies to increase sales.

• Support the Operations Manager and attend regular meetings with the wider team to provide updates on progress, event administration and activities.

• Buy into the charitable purpose and ensure that it is communicated where appropriate to all stakeholders.

• Comply with relevant Health & Safety/Operational responsibilities and duties as part of your daily work.

• Throughout your activities ensure that young people’s welfare and safety is paramount at all times as set out in the Trust’s Child Protection Policy.

Over and Above

• Every day try to add to the team culture, making sure others feel supported and enjoy the benefits of your valuable professional skills and experience.

• Role model our core values of Passion, Respect, Community, Diversity and Inspiration.

• Sometimes you’ll be asked to carry out other duties and responsibilities of a similar professional nature to those described above.

• Most of all enjoy your work because your efforts are making a positive long-term difference to the lives of many young people in Norfolk as every penny of profit made goes directly to their benefit.

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

How to Apply

If you want to make a positive difference, help secure financial self-sufficiency and sustainability for the Trust and are able to work in innovative ways, visit our website www.opennorwich.org.uk to download an application form or pick one up from the venue’s Box Office.

Applications must be made by email only. Please send a completed application form and covering letter to hr@opennorwich.org.uk by 5pm on Friday, 7 June 2019.

Successful candidates will be invited to attend interviews during the week commencing 10 June and any job offer will be subject to a Disclosure & Barring Service check and references.

For further information about the role please email Andrew Baker, Head of Hospitality and Events andrew.baker@opennorwich.org.uk