



JOB TITLE

Events Sales & Marketing Manager

Salary - £30 - 33k

MAIN PURPOSE AND SCOPE

The main responsibility of the role will be to provide support and services to facilitate the effective and efficient management of The Whitworth Centre's brand and maximising revenue through selling and delivering bespoke and tailored events. The candidate will be responsible for progressing ideas, planning the event schedule and ensuring event delivery in collaboration with the General Manager.

The role requires punctuality, good work ethics and for the successful candidate to fully contribute to the wider vision of the Whitworth Centre. Some events may run till late into the night.

POSITION IN ORGANISATION

Reports To: General Manager

DUTIES AND KEY RESPONSIBILITIES

- At the core of this role is event delivery, ensuring that our customers have an enhanced experience at a well-planned, well-managed event.
- Duty-manage events, directing staff as appropriate, ensuring the standard of service is second to none.
- Develop and implement a marketing plan, communicating with and establishing an increasing audience base.
- Creating and fulfilling the brand promise of The Whitworth, providing a brand that customers and prospects feel welcomed by, want to belong to and identify with.
- Being an ambassador for the brand, ensuring that a customer is aware of our promise at every touch-point.
- Provide an enhanced customer experience for prospects and existing customers.
- Develop the online and social media strategy reflecting the objective and aims of the business, including management of the website.
- Develop an events strategy, maximising opportunity, and winning business.
- Create profitable events, offering value to the customer, delivering an exceptional experience which attain customer retention.
- Be inventive, creating and trialling events that push the limits of revenue expectations.
- Develop and maintain relationships with sponsorship partners providing opportunity for them to work and associate with the Whitworth.
- Work with the Finance Manager, to create a fundraising strategy incorporating private donations, grants from trusts and foundations and public bodies, such as Arts Council England and the National Lottery Heritage Fund. Galvanise the community and donors behind projects.
- Design and create marketing campaigns that are unique and effective.
- Manage staffing and all logistics for the delivery of an exceptional event.
- Create a legacy, where brand and the event experience are core to the life of the Whitworth Centre.
- At all times to operate safely in accordance with the H&S policy & procedures and in accordance with risk assessment and method statements where appropriate.

Personal specification

The successful candidate should be well presented, outgoing and polite. They should be able to show an ability to use their initiative when needed and be able to confidently deal with all customers and prospects of The Whitworth. They should be creative, perceptive and understand how to create a successful brand and what that entails.

A meticulous and conscientious approach should be evident when undertaking their responsibilities.