



SIR JOHN SOANE'S MUSEUM LONDON

13 LINCOLN'S INN FIELDS
LONDON WC2A 3BP

TELEPHONE: +44 (0)20 7405 2107

EMAIL: admin@soane.org.uk www.soane.org

REG CHARITY NO: 313609

Commercial Events Manager

Reporting to: Director of Commercial & Operations

Background

Sir John Soane's Museum is the home of the great Regency architect Sir John Soane (1753 – 1837), and it displays his collection of antiquities, furniture, models, and paintings arranged as they were at the time of his death. In addition, it preserves his collection of over 30,000 architectural drawings and a fine library of over 7,000 volumes. It has been described as the 'supreme example of the house-museum in the world' and remains an iconic inspiration for architects, artists, and designers.

As a national museum, we are committed to being a source of knowledge and inspiration. Through our unique context of being the former home of a great architect, collector, and educator, we aim to stimulate the world's highest standards of creativity, research and learning.

Key to the Museum's success is a high performing Soane Museum Enterprises (SME) team, the team responsible for its commercial income across our major strands of venue hire, private tours, retail, and licensing.

Role Summary

Building back events and venue hire post-pandemic is a strategic priority for SME and this role requires an ambitious, creative, experienced, and efficient events manager. The Commercial Events Manager is responsible for year-on-year growth in sales targets for the Museum's commercial venue hire, tours and filming offer; the successful applicant will be responsible for all aspects from sales and marketing strategy to overseeing the managing and delivery of events – both external hires and internal promotions.

This is an exceptional opportunity to work in a small and friendly, and high profile, national museum at a busy and exciting time, and make a very real contribution to its future income generation.

Reports to: Director of Commercial and Operations

Reports: Events and Marketing Assistant

PRINCIPLE RESPONSIBILITIES

- Generate year on year increase in revenue. Lead generation is likely to be a mix of networking with existing clients (current and lapsed), developing new business and maintaining/expanding existing database, conducting research and cold-calling as necessary.
- Develop and deliver a sales strategy e.g., conduct show-rounds, follow ups, upselling services, and income tracking/data reports
- Line Manage the Events and Marketing Assistant ensuring the effective delegation of responsibilities, managing their workload and performance and their personal development
- Professionally respond to customer enquires via email, telephone or face to face contact within 24 hours and carry out all administration regarding bookings.



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- Ensure that our venue hire website is kept up to date and fresh, updating brochures and marketing materials as and when necessary
- Propose new ideas to promote the commercial hire of the Museum in innovative ways as well as developing new marketing materials to promote commercial hire
- Responsible for managing all financial aspects of the commercial hire business, timely client invoicing and monitoring caterers' commission payments and invoicing.
- Work with other Museum departments on joint collaborations and initiatives, and help in organising/set up of internal and external events
- Take responsibility for the planning and delivery of the Friday monthly Soane Lates series, including working with other departments to develop the content, structure and logistics of each event
- Liaise with the Museum's Operations team for booking permanent and casual staff to work at the events.
- Act as the Museum's representative at bi-monthly meetings of Unique Venues of London and any other member organisations
- Manage the marketing budget, providing reports and other papers for Board and Trustee meetings when requested
- Work with the Director of Commercial & Operations to maintain standards, innovation and Conservation protocols across the business
- Deputise for the Director of Commercial & Operations where required

PERSON SPECIFICATION

Essential

- Experience of event management and working within the commercial venue hire events industry, including directing/managing others at events and problem-solving issues
- Proven ability to achieve sales targets
- Diplomatic and mature negotiating skills, with the ability to prioritise and work under pressure to a high standard
- Highly organised, pro-active and with lots of initiative and energy
- Excellent interpersonal and communication skills with a high standard of both verbal and written English
- Smart, presentable and courteous with a welcoming personality and highly professional. A very high level of client service, as befits an exclusive and prestigious venue, is expected
- Keen sensitivity to a museum/historic house environment, where attention to security, and to the care of the collection and fragile interiors, is paramount

Desirable

- Experience of line management, prioritising tasks and delegating workload
- Previous experience in a Museum or historic house environment

The role is ideal for a highly organised individual, with a passion for sales and an understanding of the challenges and sensitivities of working in an historical environment where the primary function is not commercial. The successful candidate will have initiative, will be a great communicator who



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possesses strong customer service skills and has a creative approach to problem solving with the ability to work on several complex tasks simultaneously whilst remaining calm under pressure.

Salary Information and benefits

Permanent Contract

35 hours per week. Some early, evenings and weekend shifts will be required. TOIL will be given.

Our hybrid working policy allows for working at home for up to 2 days a week

Nest pension scheme

Season ticket loan

Salary: £33,500

There is a generous annual leave allowance of 26.5 days plus Christmas Eve and all Bank Holidays

Access to other worldwide museums using ICOM card

How to apply

Applications in writing (a full CV and a supporting letter) summarising your interest in this post, and providing evidence of your ability to match the criteria outlined in the Role Profile, together with the names and addresses of two referees, should be sent by email to recruitment@soane.org.uk

The Museum is an Equal Opportunities Employer, committed to equality, diversity and inclusion and welcomes applicants from all backgrounds.

The closing date for applications: 9.00 am, Monday 4 September 2023

Interview date: Tuesday 12 September 2023

Sir John Soane's Museum is a Non-Departmental Public Body (NDPB) whose prime sponsor is the Department for Culture, Media and Sport.