# **Job Description**

**Job Title:** Development Events Manager

**Department:** Development

**Reports to:** Development Director

**Liaises with:** All Departments and external contacts at all levels

**BACKGROUND AND CONTEXT**

"English National Ballet's move to east London has transformed the future of ballet, both in the capital and nationwide. It means they can put on more inspiring performances, can develop the stars of tomorrow and reach more people through their education programmes than ever before.”

* *Sadiq Khan, Mayor of London*

English National Ballet holds an important place in British ballet history. The Company was established in 1950 as ‘Festival Ballet’ (later London Festival Ballet) and started regular national touring following the Festival of Britain in the summer of 1951. In 1968 Beryl Grey became Artistic Director and, with legendary dancer Rudolf Nureyev choreographing successful new works, our ambitions continued to grow.

We were the first British ballet company to establish an ‘Education Unit’ in 1980 and our creative learning and engagement programmes are very much at the heart of our mission today, working with people who are marginalised in some way or who lack opportunities to access dance. A sector leader in creative learning and outreach delivered across the UK, we connect people from wide demographics, delivering positive physical, mental and societal benefits through dance. Programme strands cover Health and Wellbeing, Children and Young People, Placemaking and Industry Skills.

Our 10-year flagship project Dance for Parkinson’s which was the first of its kind in the UK, recognised in the Mayor of London’s Health Inequalities Strategy as a case study for A Fairer, Healthier London, has five national hubs, and is the focus of a King’s College/UCL academic study, supported by the Wellcome Trust, researching the scalability of arts projects for social-prescribing.

Under the artistic directorship of Tamara Rojo since 2012, ENB is a leader in celebrating the classics whilst evolving the artform: “Rojo wants to bring ballet out of its too often elite precincts, in part by reimagining the classical repertoire” (The New Yorker). Tamara’s defining vision has further enhanced our public and critical profile as a world-class, innovative company that champions ballet’s role as a vital art form in a diverse, modern society.

In July 2019, we moved into a purpose-built state-of-the-art home on London City Island, combining a unique production studio, modern training facilities, teaching and rehearsal studios, and spaces for the public to view our work and to socialise in a welcoming environment. The new building is transformational for ENB and our role in supporting the sector, enabling us to be accessible for classes and deliver community programmes with our new neighbours in Tower Hamlets and Newham. The increased dance and music studio capacity also offers co-creation space for artistic development and cross-artform collaboration and R&D.

We have impressive online engagement, social media reach and growth, with 206m impressions and 10m video views in 19/20.

Whilst we lost nearly two thirds of our income in 2020 due to lockdown and the impact of the pandemic, we were fortunate to secure Emergency Funding and a Culture Recovery Fund grant from ACE and the Government. We were disappointed to close the doors to our new building so soon after opening them, but we mustered quickly, implementing an emergency plan that focused on remaining active throughout lockdown. We pivoted to digital delivery from the outset - Tamara was sharing open access classes from her kitchen within 24 hours – and we repurposed our theatre-scale production studio for digital capture.

We are even more grateful now than before for the resources and opportunities that our new building will afford us post-social distancing restrictions. The necessary pivot to digital has been a steep but impactful learning curve, throwing light on new learnings about engagement preferences and programme reach. This has been a positive legacy of the pandemic, enabling us to expand our reach and deepen impact significantly. The building and our learnings from this year will help us maximise these opportunities.

In 2020, ENB celebrated its 70th Anniversary. The pioneering spirit of our founders is more radical and impactful today than it has ever been; we bring world-class ballet to as many people as possible, wherever they are and whatever their means.

We have a loyal and committed supporter base, and our capital fundraising campaign enabled us to establish and nurture many new relationships. But we have the appetite and opportunity to achieve much more, and to keep trailblazing and ensure our financial recovery, we must continue to grow fundraising income supported through quality stewardship and cultivation events.

We have supportive Trustees, a dedicated Development Committee and committed staff, dancers and creatives who are enthusiastic about working with Development to engage our supporters and share their knowledge and experience. Alongside this, our mission, values and extensive programmes lend themselves to compelling and appealing fundraising narratives such as access to the arts, health and wellbeing, community engagement and societal cohesion.

**purpose of the Role**

The Development Event Manager’s primary role is to manage ENB’s Development team events programme, working across individual supporters, trust and foundation supporters and corporate partners, ensuring that events are of the highest standard and help to deliver the team’s income generation targets. Effective delivery of this role will be vital in achieving the Company’s wider objective of sustainable growth in the Company’s state-of-the-art new home at London City Island, East London.

**KEY RESPONSIBILITIES**

**Event Management**

* Plan and deliver a programme of events throughout the year, including fundraising Gala events, stewardship and cultivation events, dinners, and delivery of corporate event-based sponsor benefits with the objective of engaging and inspiring supporters, partners and stakeholders.
* Support the planning and delivery of core Company events throughout the year including Opening Nights and cross-departmental events.
* Manage and maintain a detailed events schedule, liaising between departments, and co-ordinating regular event planning meetings.
  + Undertake venue/site management roles to fulfil and support events at London City Island, including hosting/welcoming, health and safety briefing and monitoring.

**Ticketing and Reporting**

* Book ticketing requirements for Development supporters, corporate partners, Board members and other key stakeholders to performances and events, providing a personalised service, and liaise with internal departments at English National Ballet and performance venues to confirm ticket bookings and seating arrangements.
* Be responsible for the management of ticket holds for the Development Team.
* Record, track and regularly report on sales and income for all supporters’ events. Carry out full post-event debrief and evaluation, continuously developing our systems and processes to maximise the return on investment.

**Finance and database administration**

* Be responsible for creating accurate event budgets and tracking expenditure against agreed targets through to reconciliation.
* Manage project budgets effectively to ensure maximum yield and high-quality delivery with regular reporting to Project Leads, Executive and Finance
* Ensure compliance with GDPR, ENB’s Data Management and Privacy Policies and other ENB policies.
* Maintain accurate records on our database (Tessitura) to help fundraisers track and map the development of all supporter relationships, including ticketing and events attended.
* Maintain the highest standards of fundraising practice, working with a clear understanding of and adherence to the Code of Fundraising Practice.
* Participate in the overall team’s budgeting and forecasting processes, always ensuring value for money with expenditure.

**Communications and relationships**

* Manage and co-ordinate with corporate supporters, donors, Board members, Gala fundraising committees, and other external stakeholders including suppliers, venues, and caterers, providing detailed and thorough event information.
* Build credibility and good working relationships with colleagues across ENB and the wider sector.
* Identify and secure guest speakers for events through liaison with internal teams, Board members, or external contacts.
* Undertake marketing activity to promote the Company’s event activity, in liaison with the Marketing team and relevant Development team members, including creation of support literature including invitations, promotional/marketing material as appropriate.

**General and Administrative Support**

* Manage all event administration including contracts, event plans, briefing notes, detailed schedules and risk assessments as necessary, liaising with the Development Services Manager regarding invoicing.
* Be an active member of the Development Department, representing the team at key meetings and events as required and acting as an ambassador for ENB at all times.
* Participate in the provision of the safe working environment, adhering to the Company’s Health and Safety policies always.
* Be prepared to work evenings and weekends at events as required.
* Undertake any other related duties as requested by the Development Director.

**PERSON SPECIFICATION**

**Experience and knowledge**

* Minimum 5 years’ experience coordinating professional events for a range of supporters.
* Experience of event management process, administrative procedures and customer service.
* Experience of working in a multi-purpose venue/event space.
* Experience of working in fundraising events, marketing, sales.
* Knowledge of Tessitura and/or relationship and/or ticketing databases
* Health & Safety qualification (desirable)

**Skills and abilities**

* Ability to communicate clearly and persuasively, both in person and in writing.
* Ability to operate effectively at a senior level with internal and external stakeholders.
* Excellent relationship development skills and the ability to network effectively with a wide range of people on every level.
* A high level of confidence and discretion when dealing with supporters and stakeholders.
* Proven ability to organise and prioritise a demanding and varying workload.
* Robust financial management skills including project budgeting, reporting and reconciliation.
* Proficient use of the general suite of Microsoft Office Programmes (Outlook, Word, Excel), and Adobe Acrobat.
* Knowledge of how to use Adobe InDesign (desirable)

**Mind set and attitude**

* Professional and ethical approach in all aspects of your work as an ambassador for the Company.
* A hard working, personable and unflappable nature.
* A team player, able to work collaboratively.
* Resilient, able to work calmly under pressure in a target-driven environment.
* A passionate advocate for the arts and for their ability to transform lives.
* Effective in balancing work and life demands.

**This job description is a guide to the nature of the work required of the prospective employee and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.**