



HESTERCOMBE
paradise restored

JOB DESCRIPTION

JOB TITLE

Events Manager

LOCATED AT

Hestercombe Gardens, Cheddon Fitzpaine, Taunton

RESPONSIBLE TO

Marketing & Communications Manager

SPECIAL RELATIONSHIPS

General Manager, Weddings and Functions Co-ordinator, PR Consultant, Hospitality Manager, Visitor Welcome Co-ordinator, Gardens Team.

TERMS OF EMPLOYMENT

Permanent, full-time 37.5 hours per week (1955 annualised hours including holiday). Due to the nature of an events role, a flexible approach to your days of work will be needed, to include some evenings, weekends and Bank Holiday working.

SALARY

£24,000 per annum

PERSON SPECIFICATION

Events at Hestercombe House and Gardens have been steadily developing in complexity, capacity and flair. Yearly we produce a wide range of events such as plant fairs, family theatre, live music, nature and wildlife walks, children's garden trails, arts and crafts workshops; alongside our established seasonal events such as the summer 'Terrific Tuesdays', the popular Christmas Market and a varied Christmas events programme. We're looking for someone who wants to join as a key member of the organisation, who can hit the ground running, and bring imagination, creativity and excellent production management to the role.

You will have had relevant experience of successfully conceiving and producing events for a range of audiences, including families and children. It's an incredibly diverse and varied role, and it's important that you feel confident putting together an arts and crafts garden trail for

children, selecting suitable local suppliers for our Christmas Market and delivering a wash up report to senior management on the success of your events. You should also be familiar with contributing exciting, appealing content to social media channels including Instagram, Facebook and Twitter, as well as copywriting for events, web or blogs. You'll understand the importance of event marketing and engaging followers from awareness through to booking tickets and their experience whilst on site.

Being able to work successfully as part of a team is crucial, but you should also be able to solve problems using your own initiative and perform well under pressure. Brilliantly organised, you'll be adept at planning and managing multiple priorities, including managing events budgets. You'll strive to deliver events to the highest of standards, combining the needs of our visitors with those of the charity.

Whilst it's not completely necessary to have previous experience of working at a historic house or gardens, we're particularly interested in applicants that can show a lot of relevant experience.

PURPOSE OF THE JOB

To manage, develop and deliver Hestercombe's exciting events programme to engage key audiences, attract new visitors, drive footfall on-site and contribute to membership recruitment.

You will also line manage a part-time Events Assistant who will assist you with your events planning and delivery.

ROLE SUMMARY

1. Take the lead in developing an inspiring, year-round events programme to engage key visitor audiences, in consultation with the Events Assistant and Marketing & Communications Manager.
2. Take operational responsibility for the smooth delivery of events to create a fantastic visitor experience. This will include working at events to ensure that a consistently high standard of service is maintained throughout; managing staff and volunteers to assist in the delivery of events (briefing them fully to ensure they are aware of their duties).
3. Develop an event plan for all events. This will involve gaining buy-in from all stakeholders, and communicating with them in a timely and concise manner to ensure that each event can be delivered within our resources and delivers sufficient income for the charity.
4. Review events with all internal stakeholders to ensure that learnings are captured, understood and positive changes implemented in future events.
5. To be trained on, and use Hestercombe's Merac content management/EPOS system to sell tickets for events, manage bookings and update internal databases. You'll be required to

regularly analyse bookings and recommend tactical marketing and advertising strategies to the Marketing & Communications Manager to ensure events are well attended.

6. Manage, train and continue to build a volunteer team to assist with the delivery of events.
7. Manage any education bookings and plan and deliver education sessions as needed.
8. Support the Marketing & Communications Manager to develop, maintain, promote and monitor Hestercombe's website and social media platforms, including copywriting and creating content to engage our customers.
9. Support the Marketing & Communications Manager to brief, supply and print creative materials to market Hestercombe and its activities and events, gaining sign off from relevant stakeholders.
10. Work closely with our design agency to ensure creative material is on-brand, meets the required brief and is delivered on time.
11. Support the Marketing & Communications Manager to brief, manage and maintain all on-site marketing ensuring it's up-to-date, on brand and relevant, gaining sign off from relevant stakeholders.
12. Work across the teams to promote a high quality service/brand at all visitor touch-points.
13. Monitor and analyse market trends and target markets.
14. Study competitors' products and services.
15. Project a professional and positive approach to all aspects of customer service.
16. Provide an excellent level of written and verbal communication.
17. Take reasonable care for the health and safety of yourself and of others who may be affected by their acts or omissions at work. Carry out risk assessments and take part in relevant training as required.
18. Undertake other reasonable duties, which are compatible within the overall scope of this appointment.

In addition, all employees are expected to work within the terms of their contract of employment and adhere to Hestercombe Gardens Trust instructions, values and behaviours.

Further information

To discuss the role informally or for any other questions, please contact the Marketing & Communications Manager, Chris White, on 01823 410131 or email chriswhite@hestercombe.com