

EVENTS MANAGER
Theatr Clwyd
Job Description

Family: Experience
Responsible for: N/A
Reports to: Senior Experience Manager

Job Purpose

The Events Manager is responsible for leading the development of Theatr Clwyd as a sought-after conference, wedding and events venue.

Key responsibilities

Events

- Launch our newly transformed building, maximising the benefits from our enhanced facilities and positioning the theatre to new and existing markets.
- Drive income generation through maximising space utilisation, operational excellence and exceptional customer service.
- Manage spaces for internal and external event use, developing efficient booking processes and procedures for both, managing calendars and diaries, carefully balancing the various needs for spaces.
- Cultivate partnerships with booking agencies.
- Build a profile locally and within the wider region.
- Ensure all venue hire opportunities are reviewed and assessed, alongside programmed activity, to maximise income potential through venue hire for meetings and other income-generating events where possible and not conflicting with other activities.
- To work closely with the Bryn Williams at Theatr Clwyd Team.
- Manage and monitor delegated budgets, preparing figures and analysis as appropriate. Produce accurate invoices and schedules for every event, ensuring that all bookings are confirmed with correct documentation and prompt invoicing procedures and that both client and suppliers agree the terms and conditions of hire.
- Analyse sales activity and KPIs to inform business decisions.
- Work with the marketing team to ensure that we exploit all opportunities to promote
- Work closely with the Head of Development to plan and deliver events and activities for sponsors, corporate members, and other supports.
- Any other duties as requested by the Senior Experience Manager.

Person Specification

Essential

- Significant experience in the events industry, ideally as an event planner or manager – freelance experience also considered.
- Experience of managing and selling spaces for corporate or private hire and events.
- Budget/financial management.
- Proven results in planning or leading successful and profitable events.
- Exceptional interpersonal and communication skills – a true ‘people person’ happy to talk to anyone and everyone.
- Strong multi-tasker with experience of juggling numerous projects and deadlines.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service.
- Excellent IT skills including Outlook, Word and Excel.

Desirable

- A degree in an events management or planning subject.
- Knowledge of project management methodologies.
- Experience in providing training and mentorship to team members.
- Written & Spoken Welsh.
- Full Driving License.