



## JOB DESCRIPTION

Job Title	Commercial Activities + Events Assistant
Responsible to	Head of Commercial Operations/ Events Manager TBC
Contract type	Permanent
Hours	40 hours per week (weekend and evening work + flexible working will be required)

### ABOUT HAREWOOD

Harewood House Trust is an educational charity which engages over 200,000 visitors every year through our three outstanding collections – art, garden and living – and a growing exhibition and engagement programme that links them and our audiences. It is one of **England's finest 18th century country houses, with a magnificent collection of fine and decorative arts**; an accredited museum, with a nationally designated collection, it is also the family seat of the Earl and Countess of Harewood.

Harewood was created using the historic wealth of the Lascelles family, garnered from the West Indian sugar trade of plantations, enslavement of people of colour and ownership of ships and warehouses. Today, Harewood is as a safe place in which we can have open conversations about our past and bring communities together, using our history as a means of creating a better society today.

**As an educational charitable trust, Harewood's key objectives are:**

- to preserve for the benefit of the public the House, Gardens and Collections
- to promote the study and appreciation of the arts and sciences
- to provide facilities for recreation

Alongside the care, conservation and interpretation of the core collection, Harewood runs a series of innovative exhibitions of contemporary as well as historic art. The Trust also has a commercial arm that manages its £1m+ trading operation including major outdoor events, venue hire, filming catering, retail and experiences.

Last year, Harewood celebrated 250 years since the House was completed. The Trust has **great ambitions for Harewood's future, as well as celebrating its fascinating past, including working on a potential masterplan to ensure Harewood's conservation, its longevity and its relevance to audiences today.**

### MAIN PURPOSE OF ROLE

**Reporting to the Head of Commercial Operations and the Events Manager, the role's main purpose is to support the growth of income generation through events, workshops and premium experiences across Harewood House Trust.**

Our exclusive premium experiences are a newly developed income stream, helping us to reinvigorate Harewood. As well as using our in-house experience to launch a series of

Masterclasses, we also work with a diverse range of practitioners to support our growing calendar of paid-for experiences based around Wellbeing, Making + Growing, History + Conservation and Food + Music.

We also have a growing external events business, including large scale outdoor events for up to 20,000, fine dining within the grand setting of Harewood House and meeting and conferences held in our the Courtyard. We are keen to develop our venue hire and workshops offer by creating a distinctly different offer that sits in line with our ambitious objectives. As we emerge from the pandemic, we will shift our focus to the outdoor venue hire offer, introducing more away day, family fun day packages and sell our own workshop **packages for teambuilding, honing in on Harewood's USP and differentiating us from the competition.**

You will join the Commercial Team at an exciting period of development, adopting a new and re-invigorated entrepreneurial attitude in order for us to reach a point of self-sufficiency, whilst maintaining our values.

Key areas of responsibility:

- devise programme and delivery of our paid-for premium experiences and workshops, working with colleagues and external practitioners to achieve set budgets
- support events team in the selling, organisation and delivery of outdoor events, venue hire and filming activity
- provide commercial team administrative and marketing support

## KEY RESULT AREAS

### Workshops + Experiences

Work with external collaborators and colleagues to deliver a creative + profitable programme of commercial experiences, workshops and courses in line with **Harewood's** objectives and brand.

Alongside Head of Commercial Operations, plan the annual paid-for workshops and experiences programme, ensuring that budget targets are achieved. Working with Harewood (+ Estate) colleagues and external practitioners, deliver the programme, ensuring high customer satisfaction levels.

Be responsible for the development, administration and delivery of the animal adoption scheme and other gift experiences.

To manage and deliver the Father Christmas experience and other seasonal commercial opportunities

Upload activity to CRM and ensure that the website and listings are current.

Plan and provide content for social media and marketing resources in conjunction with Communications Officer.

To monitor feedback and encourage repeat business.

### Outdoor events, venue hire and filming

To support the wider team in operational event delivery, where required

To provide administrative support; including responding to enquiries/ queries, issuing of agreements and invoicing tasks, where required.

Develop and maintain excellent working relationships with existing and potential clients,

providing a first-class service and professional experience for the customer, encouraging repeat business

Upload activity to CRM and ensure that the website and listings are current.

Plan and provide content for social media and marketing resources in conjunction with Communications Officer.

### Service & client care

Develop and maintain excellent working relationships with existing and potential clients, providing a first-class service and professional experience for the customer, encouraging repeat business

Efficiently manage customer feedback, promptly addressing and resolving any issues in conjunction with the Head of Commercial Operations and Events Manager.

Engage in external networking and supporter engagement activities, to maximise income opportunities

Maintain a best in class approved external suppliers list and regularly audit our offer in comparison to competitors

### Management of internal and external resources and relationships

Develop and maintain excellent, progressive relationships and open communication with colleagues at all times

Plan the use of resources including furniture, audio visual and IT, cleaning, catering and other supplies to ensure all events can be delivered to the agreed standard and budget

Collaboratively liaise with other departments, e.g. Collections, Visitor Experience, Grounds + Gardens, Learning, Operations and on-site caterer to successfully deliver events

Ensure high-quality, **detailed event briefings are carried out to improve colleagues'** knowledge and service quality

Ensure efficient management of any supporting event staff, such as volunteers, technicians through clear briefings and on-site support

### Event, Workshops + Experiences delivery

Oversee workshop, experiences and allocated events in their entirety, from planning to completion and postevent engagement

Prepare event contracts and agreements where required and ensure all event specifications are compliant with **the Trust's ethos and terms and conditions**

**Deliver all events in line with the Trust's terms and conditions, to ensure any guidelines** for events are maintained, ensuring these are communicated and adhered to both across the Trust and externally

Ensure all finance requirements and invoices are completed as necessary, as well as any other paperwork as required for the event/ experiences

### Administrative responsibilities

Ensure all paperwork including clients contracts and Event Reference Forms are filled in and supplied on time

Ensure clients are invoiced accurately and promptly

Ensure all income and expenditure is recorded promptly and accurately

Ensure all prospects, clients and supplier contacts are recorded and managed

Develop and maintain systems for engaging with clients, suppliers and peers, to maximise income generation

Ensure our offer is competitive and in line with comparable venues

#### Personal and Team Skills

Be a highly motivated and enthusiastic individual

Continuously deliver an excellent standard of customer and colleague care

Have excellent organisation and communication skills

Have good written and numerical skills

**Maintain a thorough understanding of Harewood's visitor offer**

**Uphold Harewood's brand and positioning aims, and Harewood's values**

#### General responsibilities

Undertake any other reasonable tasks as required by the Head of Commercial Operations

A commitment to equal opportunities and health and safety

Actively contribute to the successful achievement of departmental and charity-wide goals

Adhere to all Harewood House Trust policies and procedures

Carry out any other duties as reasonably requested

**Uphold the Trust's ambitions around diversity and inclusion**

Look to new sustainable practices in all areas.

## PERSON SPECIFICATION

### Essential

Highly motivated and target driven individual, comfortable working towards set financial targets

Collaborative approach and excellent communication skills, both written and verbal

Excellent project and time management skills

Excellent customer care with the drive to exceed expectations, ensuring service to highest standards

Highly organised, with a methodical approach and attention to detail

Experience of reporting and tracking of performance

Experience of working in events – either through a paid or voluntary role, or whilst at university

Ability to work on own initiative, to prioritise tasks and remain calm under pressure

Confident, enthusiastic, efficient and results-driven

Well-developed and adaptable interpersonal skills – able to liaise with a diverse audience

Experience of using social media and the internet as a marketing platform

Experience of using a ticketing and / or CMS system

Excellent numeracy skills

Confident IT skills, being database literate

A proven track record to personal development

A commitment to equal opportunities

A commitment to working in the charity sector

An interest in or appreciation of the arts, culture and heritage

Full clean driving licence

### Desirable

Experience of selling, organising and delivering events or workshop programme in a similar sector, field or venue

Experience of working with external practitioners

Experience in an organisation with an arts, culture and / or visitor attraction context

## Demonstrating our Values

Caring – demonstrate quality in your own work, showing support for those around you, respecting audiences and colleagues, showing empathy

Together – **showing a commitment to team work, collaboration, belief in an organisation's mission and vision, living brand values**

Adventurous – demonstrate energy and zeal in your attitude to work, being proactive, having a curious mind, being confident in your decisions, embracing innovation

Challenging – showing a commitment to high standards with rigour in your own work, learning from every opportunity, proactively questioning to ensure best results