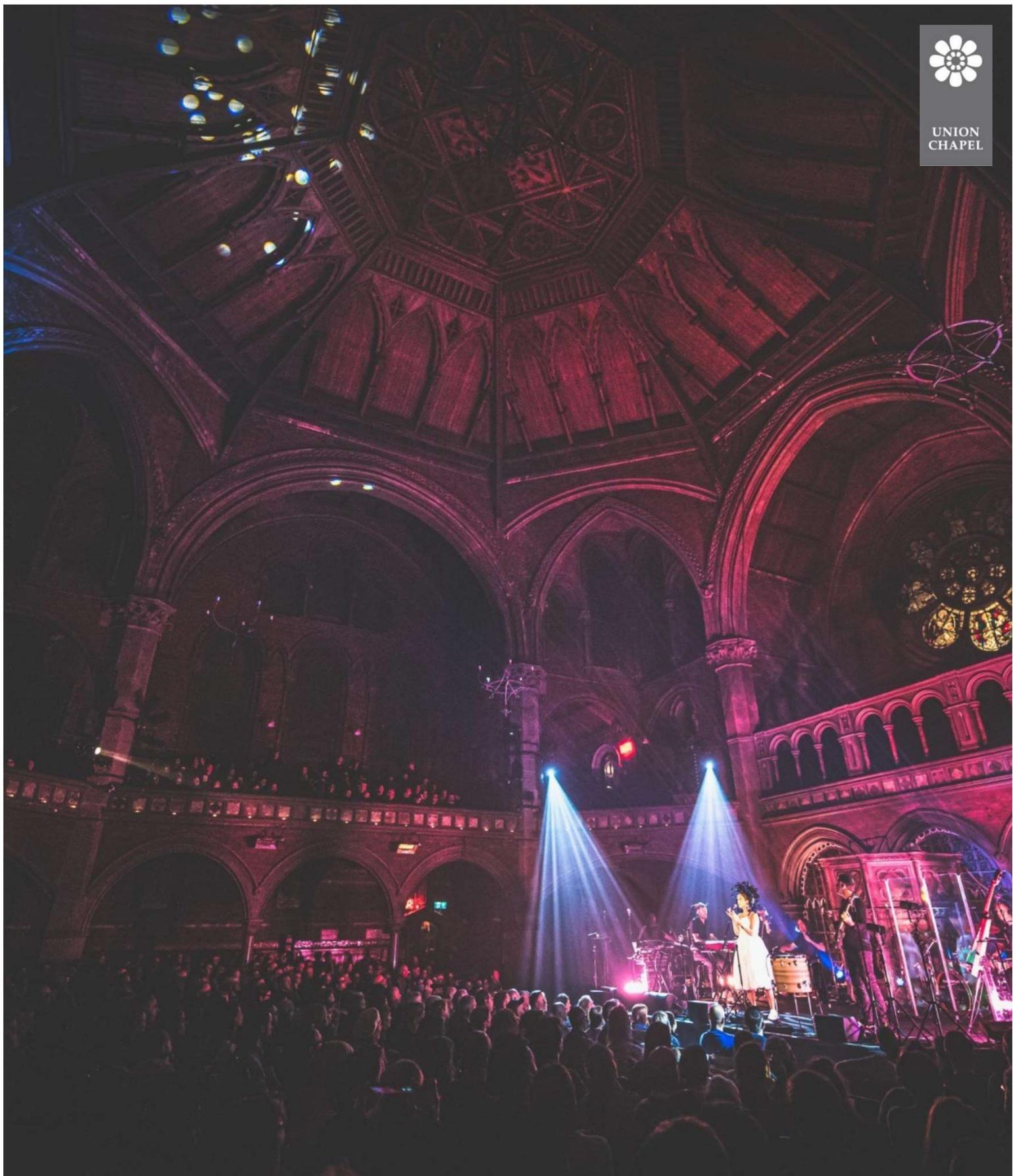




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Head of Events & Commercial Activities Union Chapel Project Recruitment Pack – January 2020

Union Chapel Project

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JOB DESCRIPTION

Job Title:	HEAD OF EVENTS AND COMMERCIAL ACTIVITIES
Responsible to:	Chief Executive and Chair of Board of Directors/Trustees, UCD
Line Manager to:	Events Team (including Artistic, Production, Commercial and Marketing staff)
Purpose:	Responsible for managing and developing the organisation's artistic programme, overseeing production & marketing, maintaining and enhancing existing commercial activities including venue, bar and room hire and investigating and implementing potential new revenue opportunities.
Terms:	<ul style="list-style-type: none">- Full time 37.5 hour per week to include weekends, Bank holidays and other unsocial hours where necessary.- 23 days per year, increasing by one day every two full years worked to 28 days per annum.- Six months probation, Three months notice
Salary:	£42,000 -£45,000 depending on experience



BACKGROUND

The Union Chapel is primarily known as an amazing, unique award-winning music and performing arts venue. The Union Chapel is also home to a homelessness charity, which offers support, shelter and a catering training programme; a progressive and inclusive church, delivering creative community and social justice work for vulnerable communities; and hosts a range of other community, artistic and campaigning activities and events. In the last few months of 2019 alone, we hosted acts as diverse as Amanda Palmer, Jorja Smith and AJ Tracey, Lamb, Guardian Live (Glastonbury @ 50), as well as a range of events, training and activities for organisations as broad as

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the BBC, Extinction Rebellion, the British Council's international social action programme, DocHeads, Shelter, Fuel Theatre, and many more.

Union Chapel aims to be an affordable, high quality, performance space for hire that provides a diverse programme of arts experiences. We encourage innovative, entertaining and educational approaches accessible to people of all abilities and backgrounds.

We are, very much, a not for profit organisation. All the income generated from hiring the venue and bar sales goes to the conservation of Union Chapel and the development of our community programmes. As well as helping to restore this wonderful building we believe it is important to invest in our venue. We are constantly improving our sound equipment and lights to make concerts here even more memorable.

In this way, the Union Chapel already is an award-winning amazing performing arts venue doing genuine social good. This is a reputation we want to build on and solidify.



Purpose of the role:

This is an exciting time to join the Union Chapel, as we work towards a new vision and strategy around being a 'leading ethical arts centre'. Building on the Union Chapel's heritage and history, the new Head of Events and Commercial Activities will work towards building this reputation and our financial sustainability, through diversifying income and work towards a balance of income-generating commercial activity and internally programmed events, programmes and festivals.

We are looking for an experienced Head of Events and Commercial Activities with a keen interest in events management, programming and income generation for the benefit of the arts, culture, social justice and heritage. This role will be key in helping to develop and drive forward the Union Chapel's new phase of income generation and programming, and building our reputation across the arts and entertainment sectors.

The Head of Events and Commercial Activities will know how to sell the venue alongside the wider work, to maximise profitability of our commercial activities. The role will play a major role in our new strategy and vision, and will understand how to balance the ambitious income-generating demands of a popular and well-loved venue with an organisation's charitable objectives, strong and growing social purpose and community programmes.

This is a time of uncertainty, but also a time when the general public want to get more involved in supporting their communities and social action. Increasingly, people want to know the businesses

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they support are also giving back to the communities. The Union Chapel already excels here, and this position will have a major role to play in how the Union Chapel's work, ethos and approach is understood as a model of best practice and the go-to ethical venue for the entertainment industry. This role will also inform how the Union Chapel's approach may be a sector leader for how other music and arts venues can also deliver more social justice and community benefit.

RESPONSIBILITIES:

COMMERCIAL ACTIVITIES & STRATEGY

- With the CEO, Events Team and UCD board, develop and deliver a strategy to raise the Union Chapel's revenue and profile as a 'leading, award-winning venue doing genuine social good' across the venue, bar and room hires to maximise revenue, whilst maintaining a balance between commercial and non-commercial activities, in line with our wider aims and strategy.
- Work towards and achieve ambitious targets around income, audiences and activities.
- Responsible for researching and developing new commercial opportunities including box office and commission revenues.
- Oversee space hire business and operations to maximise and diversify revenues streams.
- Be the license holder and Designated Premises Supervisor for the Union Chapel site.
- Work with the Development Team to build and develop the Membership scheme and tier levels, ticketing process, corporate partners and sponsorship opportunities.
- Work with the Programme Manager to implement new relations, build existing relations and negotiate commercially-minded deals with promoters and clients.
- Oversee bar operations in conjunction with the Bar Manager, and work with the Bar Manager to explore new opportunities and deliver a strategy to maximise revenue, efficiency and sustainability.
- Explore new avenues to build the Union Chapel's reputation and maximise income, such as festival partnerships, exclusive live sessions for artists and record labels, and production companies needing space hire.
- Produce an annual competitor analysis, and work with the CEO, colleagues and the board to develop and implement the new strategy and related business plan (updated annually)

PROGRAMME MANAGEMENT

- Work closely with the Programme Manager to develop and deliver an increased artistic programme of in-house produced events and artists and their ongoing financial security, ensuring these are diverse, ethical, and in line with the wider values and strategic aims.
- Alongside Programme Manager, undertake site visits and meetings with potential artists, promoters and hirers.
- Work with the CEO and Development Team to explore programming and community engagement in the new Sunday School Hall space.
- Responsible for selecting, negotiating, pricing and overseeing all commercial hires
- Liaise effectively with the Union Chapel internal and external community including the UCP and UCD boards and staff, Church, Friends, Margins and their professional advisers, Islington Council and near neighbours.
- Work with the Development Team to develop an SROI model for not-for-profit and social justice events.

PRODUCTION MANAGEMENT

- To oversee the Production & Technical Team to support the planning and delivery of arrangements relating to the pre and post production of events and ensure the safety, security and comfort of the general public.
- Responsible for investigating & overseeing improvements to the facilities, processes and procedures of the commercial operation, with support from other departments, as required.
- Responsible for working with the Facilities Manager to ensure the building meets H&S regulations for visitors to the building for events and room hires, and have general oversight of venue operations.
- Produce and manage the department's procedures and policy documents, and update the department's risk register on a monthly basis.

CUSTOMER SERVICES & MARKETING

- Oversee the delivery of the best possible customer experience and overall customer service provided by Production Team staff.
- Work with the Development Team to ensure effective and positive public relations and publicity and support the delivery of all marketing and communication campaigns.

STAFF MANAGEMENT

- Direct, manage and support your departmental staff in the Events Team to ensure the effective performance of their roles including professional development, undertaking team meetings, one to one meetings and annual staff appraisals.
- Responsible for the recruitment of departmental staff as approved by the board.

FINANCE

- Prepare department annual operational plan and budget for board approval. Review and revise on a quarterly basis.
- Responsible for reviewing management accounts to monitor performance against budget and forecast with the Head of Finance & Operations.
- Liaise with the Head of Finance & Operations to produce annual accounts.

GOVERNANCE & LEADERSHIP TEAM

- With other department heads, be a member of the Leadership Team contributing to strategic, financial, human resources and management decisions and the development and implementation of the strategy, business plan supporting the organisations' wider charitable goals around capital works and community engagement.
- Support the Boards by working with the Chairs to set meeting agenda, ensuring that decisions are implemented and recording and distributing meeting minutes.
- Supporting the UCD board to engage with our work through regular comms, event invites, and opportunities to meet the staff teams.
- Prepare and present progress reports to the board of activity against operational plans
- Make a presentation of the department's activities at the AGM.

This is a guide to the nature of the work required of the Head of Events and Commercial Activities. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.



PERSON SPECIFICATION

Essential:

- Strong commercial acumen with the ability to balance commercial activities with an artistic and/or social justice programme
- Minimum 5 years programming experience in a music and/or multi-arts venue, including business planning and implementation of strategy
- Significant senior managerial experience working with a multi-skilled team of 10+ people
- Good understanding of venue management and day-to-day operations
- Demonstrable experience of growing and diversifying commercial income streams
- Strong negotiation skills to agree the best contract terms with promoters and performers
- Strong understanding of event production & promotion
- Strong understanding of customer service best practice
- Knowledge of marketing strategies and their implementation
- Imaginative in terms of exploring and developing new commercial activities and revenue streams
- Self-motivated with the ability to prioritise a complex workload
- Excellent written and verbal skills
- High standard of computer literacy (Excel, Word, Powerpoint, Outlook)
- Belief in the charitable aims of the organisation and ability to be a strong ambassador of its work and values

Desirable:

- Knowledge and experience of funders and funding processes for artistic projects
- Experience and knowledge of beverage operations
- Personal License Holder
- Knowledge and experience of working in a listed building
- Knowledge of ticketing and venue software systems (Spektrix and Yesplan)
- Health & Safety knowledge

HOW TO APPLY:

Please apply with your CV and a covering letter, of no more than two pages, outlining your skills and experiences to meet the requirements of the role, why you want to work for Union Chapel Project and your availability to start.

Email to recruitment@unionchapel.org.uk with “Head of Events & Commercial Activities” in the subject line.

Closing date: 10am Friday 13th March 2020

Equality and Diversity

We want to recruit people from a range of backgrounds. We particularly encourage applicants who are currently under represented in our board, workforce and wider sector. This includes but is not limited to candidates who identify as being from Black, Asian and other underrepresented ethnic backgrounds, and candidates who identify as being disabled.

To help us monitor the effectiveness of our recruitment, please complete the [Equal Opportunity Monitoring form](#). This data is completely anonymous, is stored confidentially by our HR team and will not be seen by the selection panel.