



ROGREGOR
ENYMCWAYNE

Events and Hires Manager

Job Pack

Jan 2023



WHO WE ARE

Studio Wayne McGregor is the creative engine for choreographer and director Wayne McGregor, and the home of his life-long choreographic enquiry into thinking through and with the body. It describes the dynamic team of individuals and resources that supports his vision, and comprises dance artists, writers, composers, film-makers, visual artists, scientists, designers, architects, stage technicians, software engineers, administrators and producers who form his collaborative network.

In 2017 we opened an inspiring new arts space at Here East in Queen Elizabeth Park. Part of a new technological and creative community re-imagining the cultural landscape of east London, it comprises three extraordinary studio spaces, hosting all of McGregor's creative work and collaborations alongside artist development and creative learning programmes based on the trading of space, time and skills.

We are creative, curious and ambitious, with collaboration, inclusion, diversity, sharing and generosity at our centre. We aspire to be a place where a diverse mix of talented people want to come and do their best work. We strive to build an inclusive culture that encourages, supports, and celebrates the individual voices of our team and reflects the communities we work with.

WHO WE ARE LOOKING FOR

SWM are looking for a dynamic and entrepreneurial Events and Hires Manager to oversee the hires of our state-of-the-art Studio spaces. This is a fantastic opportunity for someone with a flair for business, customer service and who is motivated by the vital contribution the commercial success will make to the rest of the organisation. The right candidate will be excited by the potential of our spaces, have excellent coordination skills and a passion for creating amazing events in a destination building.

DETAILS OF THE ROLE

Job Title: Events and Hires Manager

Responsible to: Executive Director

Key working relationships: Studio Manager, Studio Team, Development Manager

Main Objectives:

- To drive income generation through commercial rental of Studio Wayne McGregor spaces
- To bring an entrepreneurial approach and creative strategy to developing the growth of the Studio, whilst meeting income targets through rentals
- To coordinate and provide administrative and operational support for all events and hires
- Be a key member of the studio team, contributing to building management, maintenance, scheduling, staffing and anything else required to look after spaces

Hours: 10am – 6pm Monday to Friday but some evening and weekend work will be required. SWM operates a Time Off In Lieu (TOIL) system

Salary: £28,000 - £30,000 per annum dependant on experience. We are also open to this role being 4 days per week and the salary/holiday prorated accordingly.

Holidays: 20 days per year plus 8 bank holidays

Based at: Studio Wayne McGregor, Here East, Queen Elizabeth Olympic Park

Benefits:

- Flexible working and a company culture that promotes good work/life balance
- Additional leave for length of service
- 2 tickets to London premiers of Company Wayne McGregor works
- Access to events hosted by Here East
- Festive day – additional day off around Christmas
- Staff networks including Environmental and Inclusion Working Groups
- Staff social events
- Pension contributions
- SWM offers a designated stakeholder pension scheme and operates a childcare voucher scheme

HOW TO APPLY

Complete the application form on our website: <https://waynemcgregor.com/about/auditions-jobs/>

We would like you to apply for this role in the way that is most comfortable for you. If you would like to complete your application via audio or video, please email this to: 38d7b008.waynemcgregor.com@uk.teams.ms

Closing Date: Monday 20th February 2023 at 10am

Interviews: Week commencing 20th February. Travel from outside of London will be reimbursed.



JOB DESCRIPTION

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Line Manager: Executive Director

KEY RESPONSIBILITIES:

Studio Rentals

- Income generation through commercial hire of Studio Wayne McGregor spaces, working towards income targets set by the Executive Director
- Work with the Executive Director to further develop the hires model, proactively researching and seeking out partners that could use our spaces
- Create a robust and operationally sound income generator for the wider organisation
- Provide operational/administrative support as needed for all studio hires, coordinating any other staffing needs, particularly for larger commercial hires
- Oversee the response to all studio hire enquiries, led by the Studio Assistants, in a professional and timely manner, leading on Commercial opportunities, chasing up on all leads and forming relationships with new, repeat and long-term clients, including relationships with location agencies.
- Oversee all the preparation around hires, nurturing and caretaking relationships. Oversee and feedback into Studio hires systems, paperwork and procedures,
- Where appropriate, greet users of the premises, always maintaining excellent standards of customer service in order to ensure the rental experience is smooth and efficient
- Act as the first point of contact for any technical enquiries from hirers

Building Management

- Open and close the building, as a key-holder, in line with agreed schedules and security procedures.
- Act as the designated Fire Warden and First Aider when on shift
- Maintain 'Emergency First Aid at Work' qualification to act as designated First Aider when needed
- Feed into the scheduling of studios at Studio Wayne McGregor, Wayne McGregor, Company Wayne McGregor, FreeSpace, taking responsibility for hires scheduling
- Liaise with Here East building services where required for hires
- Feed into Studio Health & Safety Policy to ensure all hires comply with all health & safety, licensing, and fire regulations within the building at all times
- Implement Studio Wayne McGregor's Green Policy and Environmental Sustainability Plan in the implementation of all rentals, to ensure a reduction in carbon footprint as a responsible business

Finance

- Oversee and maintain hires budget, income and expenditure
- Liaise with Finance Manager to generate sales invoices for clients and ensure prompt payment before hires take place
- Reconcile costs and hold regular meetings with the finance team to ensure outstanding income is chased

Develop the strategic growth of the Studio

- Oversee the development and implementation of hires/events/launches strategy to accelerate growth.
- Identify new market opportunities, determine the optimal pricing to balance income with customer satisfaction, and direct the marketing of these operations.
- Help SWM build and maintain a consistent trajectory of activity growth, while avoiding obstacles that arise from a constantly shifting market.
- Pay careful attention to all the Studio activities across all markets and be constantly looking to take part in trends for the future.
- To identify strategic opportunities in the London events calendar, reach out to acquire new clients as well as manage client relationships and advise Artistic Director and Executive Director about new markets to explore.
- Monitor performance of building activities using key metrics and prepare reports for senior management and trustees.

Studio Wayne McGregor anticipates that all team members:

- Act as an ambassador for Studio Wayne McGregor by sharing the enthusiasm and passion it represents
- Take professional pride in how you and Studio Wayne McGregor looks
- Be warm, welcoming and approachable
- Look for ways to improve and actively feedback constructive ideas
- Always support your colleagues and be prepared to take on any other reasonable duty, as required to ensure the studio always performs at its best
- Pre-empt what our staff, visiting artists and renters need and provide an informed and tailored level of information and support, always aiming to exceed expectations
- Look to find a solution to a problem and focus on the best outcome for studio staff, the visiting artist or customer
- Uphold and champion Studio Wayne McGregor's Equal Opportunities, Access and Diversity, Social Media and Environmental Sustainability policies

PERSON SPECIFICATION

Essential

- A minimum of two year's relevant experience in events, hires or development
- A proven track record of securing high value new commercial events business
- Experience of targets and managing budgets
- Experience of contracts, ideally for hires or events
- Strong collaboration skills, a self-starter and able to problem solve showing initiative
- Excellent people's skills, in pitching, selling and ensuring all customers have a smooth experience at SWM
- Excellent communication skills and the ability to work with a range of people from varied backgrounds
- The ability to assess complicated situations quickly and identify ways forward creatively
- An understanding and passion for events, the arts and creating extraordinary events
- A hardworking, personable and unflappable nature
- Good written and verbal communication skills

Desired

- An active contact base associated with existing event business
- Understanding of the wider arts sector in the UK and internationally
- Experience of working commercially in a not-for-profit environment
- Familiarity with SWM's projects

