

Marketing and Events Manager (Volunteer)

You will be responsible for planning and delivering events, courses and workshops. You will need a creative mind, as you will be responsible for looking for new opportunities to promote and extend the activities The Mercury Library and Community Hub offers.

When planning events you will be responsible for financial planning and forecasting to assess their feasibility. All events will need evaluating to inform future planning decisions. You'll also be responsible for ensuring ticketing and marketing activities are carried out to ensure that your programmed events sell.

Joint working is important and you will need strong networking skills to link up with event and workshop providers, tutors, businesses and attractions.

You'll need to communicate the requirements of your programme and share your enthusiasm and skills to events staff and other colleagues. At times you will act as duty manager for the venue.

Job Purpose:

Publicise the events and services offered by the Mercury.

Deliver an innovative, relevant and income generating programme of events.

Engage new out-reach service providers meeting the needs of the local community

Role Responsibilities:

- Plan and deliver at least 5 events, courses or workshops a year at with the aim of producing income and increasing footfall to the Mercury. Working with colleagues to promote these events.
- Plan, negotiate, book, deliver and evaluate the library's events programme.
- Ensure the timely and effective administration and execution of performers and other contracts associated with the events programme, including using financial planners to evaluate the cost of all events.
- Support the management of booking and ticketing processes.
- Support the management of facilities, technical/front of house services, catering arrangements and sales functions associated with the running of events to maximise income generation and ensure safe and smooth running of the programme.
- Liaise with Hamble Parish Council on responses to customer communications, complaints and compliments through social media, email and other sources

Key Decision Making Areas in the Role:

- Assess viability of events for inclusion in the events programme
- Setting price points for event tickets.

Essential Qualifications, Knowledge, Skills and Experience:

- GCSE Maths and English or equivalent
- Experience of working in a customer focussed service or organisation
- Excellent interpersonal and communication skills
- Proven IT skills e.g. able to use Microsoft Office software (Including a good knowledge of Excel).
- Ability to work well under pressure and manage competing and changing demands.
- Excellent organisation and time management skills (with proven experience of delivering to tight deadlines).
- Ability to work in a team based organisation
- Ability to prioritise and deal with ad hoc problems or challenges
- Ability to support, motivate and enthuse others to deliver events
- Ability to build excellent rapports with both internal and external customers.

Working Conditions:

- Evening and week end working
- Lone working. Opening up and locking building.
- Moving and handling chairs, furniture and equipment
- Subject to pressures of working in a customer service environment.