

RICH MIX



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**ARTS COUNCIL
ENGLAND**

EVENTS AND SALES COORDINATOR
RECRUITMENT PACK | FEB 2025

JOB DESCRIPTION

JOB TITLE | Events and Sales Coordinator

SALARY | £27,000 - 29,000 per annum

LOCATION | Rich Mix, 35-47 Bethnal Green Road, London E1 6LA

LINE MANAGED BY | Events and Sales Manger

CONTRACT TIME | Full Time, permanent

HOURS | 35 hours (1.0 FTE) per week (excludes one hour lunch break)
Some flexible working required to include evenings and weekend events out of office hours.

ANNUAL LEAVE | 25 days per annum, rising by one day per year to a maximum of 30 days.
Plus bank holidays.

PROBATION PERIOD | Three months

NOTICE PERIOD | Two months' notice in writing on either side on successful completion of probation.

START DATE | Immediate

CLOSING DATE | 12pm on Friday 28 February 2025

INTERVIEW DATE | Week commencing 3 March 2025



WHO WE ARE



Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in East London. Launched in 2006, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Our wide-ranging programme consists of around 300 events every year and focuses on music and a live events programme including spoken word, contemporary performance, cabaret, comedy and visual art as well as new release studio and independent cinema and film festivals across our three screens. Through our Creative Engagement programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across East London.

Our diversity extends beyond our daily programme of events. A Shoreditch landmark, our building provides a home for some of the city's most socially progressive and innovative creative businesses with more than 20 resident organisations employing more than 200 people.

We are a National Portfolio Organisation of Arts Council England (ACE) and its investment allows us to broaden the scope, scale and ambition as well as the diversity of our artistic and creative engagement programmes.

Our business model balances income from trading activities such as cinema ticket sales, private hires and bar revenue with our tenancy income, and grants from ACE, Trusts and Foundations and corporates which support our mission to welcome the communities of the world in East London to create, enjoy and share culture.

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from Global Majority candidates and candidates who self-identify as Disabled.

richmix.org.uk / [@RichMixLondon](https://www.instagram.com/RichMixLondon)

PURPOSE OF THE ROLE

The Events and Sales Coordinator is responsible for the sales and operational co-ordination of all private hires contracted to Rich Mix by them. They will provide a strong sales process, identifying client needs, upselling where possible and develop a strong understanding of operational aspects of the building to ensure all hires events are delivered to the standard expected.

Reporting to the Events and Sales Manager, the Events and Sales Coordinator deals with a range of events including conferences, private screenings, weddings, boardroom meetings, artistic hires, and film and television production and contributes to meeting the ambitious sales targets for private hires at Rich Mix.

The role is predominantly office based with the occasional requirement to be onsite for events that may be outside normal office hours, including weekends.



KEY RESPONSIBILITIES

You will be responsible for planning, scheduling, co-ordination, production and delivery of hires events activity onsite – working within a team of three and driving sales to contribute to the wider organisational budget and meet sales targets set by the Events and Sales Manager. You will also support the Operations team in their daily duties to contribute to the smooth running of hires events and the co-ordination of the onsite resources, including technical equipment and furniture.

SALES

- Drive sales by responding to incoming enquiries and researching and sourcing new business.
- Continually negotiate the best deals for Rich Mix to ensure value, income and contribution are maximised.
- Gain approval for special offers, discounts and refunds, when required, from the Events and Sales Manager.
- Report to the Events and Sales Manager on a day-to-day basis on how enquires are received, handled and converted in line with occupancy targets, identifying opportunities to maximise income.
- Work with the team and the Marketing team to develop sales strategies, business development initiatives and client relationship incentives, including pricing promotions and image/ brand profile.
- Undertake research and build databases of key target sectors and businesses.

CO-ORDINATION

- Planning, scheduling, coordination, production and delivery of hires event activity onsite.
- Assist and support the Private Hires and Operations teams in their daily duties as required.
- Full co-ordination of onsite events resources including all hires equipment and furniture, ensuring stock lists are up to date.
- Advise the Events and Sales Manager on hires matters.

ADMINISTRATION

- Handle reactive sales enquiries and identify possible new clients to contribute to overall private hires income targets.
- Conduct venue tours for new and existing clients, and process bookings and data entry in accordance with existing systems and procedures.
- Provide event details to the Operations and Technical team by attending a weekly events meeting and maintain strong coordination and communication between departments ahead of events.
- Ensure all proposals, client communication and event costings/budgets for clients are of the highest standard.
- Support the Events and Sales Manager with Artifax administration, troubleshooting, updating and running reports where required.

KEY RESPONSIBILITIES

FINANCE

- Raise pro forma and final invoices, following up payments with the Finance Team to ensure accounts are reconciled pre and post event.
- Inform the Events and Sales Manager of any financial issues, outstanding client payments or request changes to the standard financial payment plan.

RELATIONSHIPS AND NETWORKS

- Maintain external supplier, stakeholder and network relationships, updating information and keeping them informed of changes and bookings.
- Work alongside the Operations team to ensure all work is carried out in accordance with hire agreements, licensing restriction and regulations, and health and safety and fire regulations.
- Actively collect and analyse event feedback to ensure high standards are maintained, and where possible exceeded.

GENERAL

- Attend a range of Rich Mix events and maintain a good working knowledge of the programme.
- Attend and contribute to general meetings when required.
- Represent Rich Mix at networking and fundraising events.
- Ensure Rich Mix's policies as outlined in the Staff Handbook, including Health and Safety, Equal Opportunities & Diversity, and Environmental Policies, are implemented and reflected in all aspects of your work.
- Undertake any other duties commensurate with the status of the role and in keeping with its overall purpose.



PERSON SPECIFICATION

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- At least two years' experience of working within an events function in an organisation, preferably in the arts or charity sector.
- Experience of working in a demanding and profit-driven business, sales, or marketing environment.
- Experience of working to and delivery of departmental and individual KPIs.
- An aptitude and passion for sales and events.
- Experience and a strong working knowledge of Artifax software or alternative CRM system.
- Demonstrably good knowledge of the events industry and markets in which Rich Mix operates.
- Excellent organisation, planning and coordination skills.
- Considerable experience of developing relationships effectively with multiple stakeholders at all levels.
- A positive and flexible personal and professional approach.
- Strong team working ability, with proven experience of multi-tasking and delivering to tight timelines, with the ability to work well individually and as part of a wider team.
- Ability to work well under pressure and prioritise multiple tasks and events.
- Excellent written and verbal communication skills; ability to motivate and influence through communications.
- Excellent IT skills, proficient in Microsoft Outlook, Word and Excel.
- A keen interest in the work of Rich Mix.
- Understanding of the importance of inclusion and diversity.
- Understanding of the importance of environmental sustainability and working in a sustainable manner.

Please note this job description reflects the requirements of Rich Mix in February 2025. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

HOW TO APPLY

Please complete our online Application Form.

CLOSING DATE | 12pm, Friday 28 February 2025

INTERVIEWS | Week commencing 3 March 2025

If you would like to apply in a different format, please contact recruitment@richmix.org.uk to arrange this.

DATA PROTECTION NOTICE

Equal Opportunities Monitoring forms are not shared with the hiring panel and are kept securely and only used for aggregated and anonymised reporting.

By applying for this role you consent to Rich Mix processing any personal data you include within your application. All personal data submitted will be processed and stored in accordance with the requirements of the UK Data Protection Act 2018.



RICH MIX

GET IN TOUCH

For more information or to have an informal chat about the role, or apply in a different format, please email recruitment@richmix.org.uk

PHOTOGRAPHY CREDITS

Bettina Adela, Craig Gibson & Emma Jones

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