

**Job Title:** Client Relationship Executive  
**Reporting to:** Museum Events Manager  
**Direct Reports:** 0

**Job Band:** Band 5  
**Size of Team:** 4

The Client Relationship Executive will support the Museum Events Manager to develop and deliver the events strategy for the historic rooms at St John's Gate, ensuring that sales and profit targets are realised. All surplus made from venue hire directly supports the work of the Priory of England and the Islands and St John Ambulance.

The post holder will be responsible for demonstrating the highest standards of client care, venue presentation, contractor liaison and after sales service. They will have experience of driving new events business, establishing effective marketing campaigns, delivering seamless experiences for clients and completing administrative tasks.

## Key Responsibilities

- Actively seek new business development opportunities, reply to sales enquiries within target response times and take part in client showrounds with the objective of achieving optimum conversion to sales
- With the Museum Events Manager, set and control departmental and individual event budgets
- Produce costed event proposals for potential clients, negotiating terms with both clients and suppliers that ensure the best quality and the best profit achievable
- Complete staff briefings and risk assessments for individual events, and complete, communicate and monitor stewarding and portering rotas
- Coordinate the events team's sales and marketing activities, in collaboration with the Museum Events Manager
- Maintain a coherently filed photographic library of event images for future promotional use
- Review accredited suppliers at least annually to ensure that all their insurance and other due diligence information held on file in the department is up to date
- Undertake regular benchmarking exercises to ensure that the venue is on target with pricing and promotion, and with the latest techniques and innovations
- Maintain contracts and information feeds to agency websites with which we are registered, reporting on fresh developments and opportunities in the market
- Liaise closely with facilities and stewarding colleagues to ensure that all necessary practical arrangements are in place for the successful running of all events
- Work with St John colleagues to raise invoices and other financial documentation. Ensure all income and expenditure is accurately recorded and reconciled and report on achievement against KPIs, keep the team regularly updated with performance and celebrate achievements with the team
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder

## You will

- Be able to work evenings, early mornings, weekends and bank holidays to meet with clients and steward events, for which you will earn TOIL or overtime payments
- Live within London travel zones 1-3, for event stewarding purposes

## Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
<b>Education and Qualifications</b>		
Educated to GCSE level or equivalent (Grade C), minimum of 5 including Maths & English	✓	
Educated to degree level in humanities, events or hospitality		✓
<b>Experience</b>		
Working within a busy event sales environment	✓	
Driving new business and converting sales opportunities	✓	
Providing seamless experiences for clients and ensuring high quality delivery	✓	
Working with third party contractors and coordinating supplies and services	✓	
Developing promotional campaigns, including social media	✓	
Working in museums, historic buildings or cultural venues		✓
<b>Skills, knowledge and abilities</b>		
Ability to use Microsoft® applications at intermediate level, with knowledge of CRM systems	✓	
Agile, energetic and innovative thinker, dedicated to detail	✓	
Very well organised, able to handle competing priorities and keep multiple projects on track	✓	
Ability to build and maintain effective networks internally and externally	✓	
A skilled administrator, who demonstrates attention to detail and is numerically astute	✓	
Ability to work under pressure and support team members	✓	
Ability to write engagingly, with excellent spelling and grammar, and possessing an exemplary telephone manner	✓	
First Aid Qualification		✓
Knowledge of health & safety and security considerations for venue hire		✓
A knowledge of British history and / or an interest in historic buildings		✓

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: JMB

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## BE PART OF A LIFE SAVING TEAM

