**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th><strong>Job Title</strong></th>
<th>Events Producer (Maternity Cover)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department</strong></td>
<td>Development Department</td>
</tr>
<tr>
<td><strong>Reports to</strong></td>
<td>Head of Individual Giving</td>
</tr>
</tbody>
</table>

**Purpose of Role**

To lead and deliver high quality, distinctive stakeholder events both digitally and in person which effectively communicate Art Fund’s charitable programme, cultivate supporters, engage target audiences, raise profile or support professional development and debate.

Full time (35 hours per week)
Salary c. £31,000
Maternity cover, up to 10 months with possibility of extension

**Key Accountabilities**

**Event delivery**

- Working with internal clients from across all Art Fund departments to design and deliver events on all scales, including digital events and in venues: taking responsibility for a delegated event budget, the invitation and RSVP process, event content and format, speakers, suppliers, signage, film footage and other collateral, transportation etc.
- Provide expertise and guidance for colleagues across the organisation on event briefs for both digital and venue events including costs, suitable venues, recommendations for online platforms and formats, speakers and themes, dates and timings.
- Manage multiple events simultaneously, diverse in scale and format and sometimes in challenging locations in a fast-paced environment.

**Devising events and idea generation**

- Take a lead in devising events to meet specific needs, for example for donor cultivation, to engage target audiences (such as students or Art Fund members) to disseminate research or information such as through media briefings or to provide professional development such as webinars for museum professionals. Identify creative opportunities such as involving new and notable speakers, hosts, venues, digital platforms or formats to ensure our events remain distinctive but firmly rooted in our charitable programme.
- Maximise the opportunities presented by Art Fund’s existing networks as well as forging new contacts by considering how to involve high profile contributors to Art Fund’s other content (especially the magazine, podcasts and video content)
- Maintain a sound knowledge of approaches taken across the museums sector, and best practice in the non-profit world more broadly, especially in relation to digital / in person events for donors and prospects.
- Consider how events opportunities could support or emerge from other Art Fund activities such as the commissioning of digital or magazine content.
- Apply Art Fund brand identity and values appropriately to target audience through sensitive event design and execution

**Stakeholders and guests**

- Take responsibility for guest list management including determining numbers and timing of invitations, co-ordinating the input of colleagues across the organisation, reporting on numbers and tracking RSVPs against key event planning milestones using the CRM
- Contribute to Art Fund’s wider stakeholder management activity by ensuring key external contributors to events are thanked and stewarded for an ongoing relationship with Art Fund.
- Manage briefing and debriefing processes for internal and external hosts as required, including VIP speakers and guests.

**Supplier and partner relationships**
- Communicate effectively and negotiate with events teams and colleagues at museums and galleries across Art Fund’s national network: to secure event venue opportunities, maintain good working relationships and engender a sense of reciprocal benefit. Collaborate as necessary with the Art Fund museum marketing and programmes teams.
- Manage relationships with contractors and suppliers ensuring value for money, quality and reliability to meet the needs of a wide range of different events.
- Liaise with sponsors and partners as necessary to deliver agreed benefits including branding, invitations, speeches etc.

**General Administration and Budgeting**
- Manage events expenditure within budget.
- Keep up to date income and expenditure records in accordance with Art Fund practice.
- Identify and communicate risks associated with specific events, including budgetary risk.
- Record supplier contacts and manage invitations using our CRM system.
- Contribute to the development of new technology to support events such as online RSVP.

**Other Activities, Duties and Responsibilities**
- work within the guidelines and policies as set out in the Art Fund staff handbook
- assist Art Fund in embedding its equality and diversity values into every day practice, policies and procedures so that equality and diversity becomes the norm for all
- actively participate in the wider life of the Art Fund
- undertake other duties as requested by the Art Fund from time to time

**Reporting Lines**
Reports to the Head of Individual Giving with close working relationship with the Director and Senior Management Team as well as other members of the Development team especially the Senior Development Manager, Development Coordinator and the Museum of the Year working group.
<table>
<thead>
<tr>
<th><strong>PERSON DESCRIPTION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Essential</strong></td>
</tr>
<tr>
<td><strong>Qualifications</strong></td>
</tr>
<tr>
<td><strong>Knowledge</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Skills/Abilities/Competencies</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
### Experience

- At least three years’ experience in development or events delivered in person and online.
- Experience of running a varied programme of events in multiple locations, including online, for a broad range of stakeholders.
- Experience of presenting proposals in person and in writing.
- Experience of working with digital services such as online RSVP systems and e-invites.

### Personal Attributes

- Personable and open
- Excellent team player
- Effective leader of non-specialist colleagues in event scenario
- Confidence in developing personal relationships with senior/influential people
- Confidence in performing the role of ‘host’ as required and the ability to relate to a broad range of stakeholders in a professional manner
- An interest in the arts/visual arts
- Initiative and flexibility
- A self-starter with an efficient and hard-working approach to work