**Job Summary**

Are you passionate about creating unforgettable experiences and driving business success? We’re looking for a dynamic Events Officer to join our team and play a key role in the growth and success of our commercial hires business. In this exciting role, you’ll be responsible for maximising the potential of our exceptional venue spaces and enhancing the value we offer through a wide range of products and services.

As an Events Officer, you will have a direct impact on client satisfaction, ensuring that each event is seamlessly executed from start to finish. Working closely with the Operations and Commercial teams, you’ll collaborate with cross-functional departments to strengthen our position as a leading, preferred venue provider in the industry. Your proactive approach to promoting our venues and delivering outstanding event experiences will help reinforce our reputation as the top choice for hosting events.

If you thrive in a fast-paced environment, have a passion for event management, and enjoy building relationships that drive success, we’d love to hear from you!

**About Landmark Theatres**

Landmark Theatres is a portfolio of regional venues in North Devon and Peterborough receiving a wide variety of arts and cultural opportunities for local communities. This includes major touring productions, high-profile live music acts, big-name stand-up comedy, dance, superb theatre and new writing. We also produce high-quality Musicals, Drama and Family productions including our annual family Pantomime in Peterborough.

Our venues consist of: Queen Theatre, Barnstaple (650 seats), Landmark Theatre, Ilfracombe (450 seats), the New Theatre Peterborough (1,100 seats) and the Key Theatre Peterborough (112 & 360 seats). We are the largest new theatre entrant to Arts Council England's National Portfolio (23-26) and are working with a number of high-quality partners such as Birmingham Royal Ballet, The National Theatre and Paines Plough.

We receive an annual grant of £1 million a year for the current three-year funding cycle from 2023-24 to 2025-26 to ensure that Landmark Theatres can deliver an ambitious artistic mission, driving quality work, inspiring and developing new talent for and with the audience we serve across North Devon and Peterborough.  This funding is a great vote of confidence in our potential to deliver to areas previously underinvested in culturally. We are now building a new producing theatre organisation outside London – for the first time in a generation.

The company has strong foundations in generating income as commercially driven businesses, driving trade and strong attendance. Newly found relationships with key stakeholders such ACE have broadened the companies’ ambitions against their Let’s Create Strategy.

We pride ourselves on an in-depth understanding of the locations in which we operate. Working in areas of lower cultural engagement across the UK. We are respectful and responsive to local priorities, deliver innovation and work in partnership to empower our communities. We deliver a breadth of creative activities and ways in which our communities can engage whether that be as an audience member, participant, decision maker or through developing talent.

[**landmarktheatres.co.uk/**](https://www.landmarktheatres.co.uk/)

Landmark Theatres is a value-led organisation: innovate, include, collaborate, empower, sustain. We are committed to being diverse and inclusive and to making our workforce representative of different backgrounds and experiences of the communities we serve.

LANDMARK THEATRES LTD

Events Officer

Job description

Job Title: Events Officer   
Responsible to: Head of Commercial & Customer

Responsible for: No line management responsibility  
Place of Work: Peterborough

Hours of Work: 40 hours a week, including some evening and weekend work

Salary: £28,000 per annum   
Contract: Permanent

Pension: Company Pension Scheme available

Start Date: As soon as possible

OVERVIEW OF THE ROLE

The Events Officer plays a crucial role in driving the growth and success of our commercial hires business by maximizing the potential of our venue spaces and enhancing the value we provide through our diverse range of products and services. With a strong focus on customer satisfaction, the Events Officer ensures that each client receives an exceptional experience from start to finish. Reporting to the Operations and Commercial teams, this role requires close collaboration with cross-functional departments to reinforce our position as a leading and preferred venue provider in the market. Through proactive promotion of our venues and seamless event execution, the Events Officer helps solidify our reputation as a top choice for event hosting.

The role is subject to a 6 month probation period to ensure the successful candidate is suitably supported to carry out their duties. For this role we would require a 1 month notice period.

**Key Responsibilities**

**Events & Client Management**

* Proactively promote and manage venue bookings, ensuring maximum utilisation and optimal value.
* Respond to and manage client inquiries within the set service level agreements.
* Work closely with clients to understand their event needs and provide tailored advice. Develop comprehensive proposals, including timelines, venues, suppliers, staffing, budgets, and contracts.
* Oversee event planning and coordination, managing client viewings, logistics, and all requirements before, during, and after the event while delivering exceptional customer service from initial inquiry through to post-event follow-up.
* Plan and deliver a set number of in-house events each year to maximise venue use and generate additional income.
* Develop and maintain a database of potential hirers, developing strategies to target them and position Landmark Theatres as the preferred venue for conferences and meetings.

**Growth, Promotion & Business Development**

* Regularly update the venue hire products, services, pricing, and packages.
* Collaborate with the wider team to develop and implement marketing strategies aimed at increasing venue bookings.
* Assist in the creation and implementation of new services and offerings that enhance the appeal of our venues.
* Ensure that accurate and up-to-date information is posted across all advertising and promotional channels.
* Foster an entrepreneurial mindset within the team, encouraging the full exploration of business opportunities.
* Evaluate existing offerings and benchmark them against industry standards to adopt best practices and ensure competitive positioning.
* With support from the Head of Customer & Commercial, develop and implement a B2B strategy to engage the local business community and maximise the utilisation and revenue potential of all venues and spaces.

**Operational & Logistical Support**

* Supervise and organise operational staff, providing clear instructions and delegating tasks for events that require additional resources.
* Collaborate with the Operations team to ensure venue readiness and handle any logistical needs that arise.
* Maintain high standards of venue presentation, ensuring the venue is always prepared and welcoming for clients and events.
* Adhere to health and safety protocols, sustainability commitments, and all other company policies.

**Financial Management & Analysis**

* Monitor and update income and cost forecasts, analyse sales and event data, and provide regular reports to the Head of Customer and Commercial to identify growth opportunities.
* Work with the Head of Customer & Commercial to create and execute event proposals that generate income.

**Supplier & Partner Relations**

* Cultivate and update a network of suppliers and partners, ensuring the delivery of exceptional experiences for clients and generating additional commission-based income for the business.

**Other Requirements**

* Flexibility to work a varied schedule, including daytime, evenings, and weekends, as part of a shift rota, to meet the needs of the business, as directed by the Head of Commercial & Customer.
* Provide support for events at other Landmark venues as required.
* Undertake key holding duties, including availability for out-of-hours call-outs.

**Access**

As a value-led organisation committed to diversity and inclusivity, Landmark Theatres encourages its employees to implement and adhere to the provisions of the Equality Act 2010.

* Ensure that all event visitors receive equal and exceptional service and have equal access to our venues and spaces
* Ensure event promotions support the access needs of event visitors.
* To take positive action to promote Diversity and Inclusion in all aspects of the work of Landmark Theatres, engaging fully with all initiatives to promote diversity within Landmark Theatres.

**Person Specification**

**Essential Skills and Knowledge**

* A Passion for Arts and Culture.
* Proven experience in event management, venue operations, or a related field.
* Exceptional customer service and communication skills, with a strong focus on client satisfaction.
* Excellent organisational and project management abilities.
* Ability to manage multiple tasks effectively and work under pressure to meet deadlines.
* High attention to detail and strong organisational skills.
* Demonstrated ability to collaborate effectively with cross-functional teams.
* A creative, solution-focused approach with a positive attitude, self-motivation, and the ability to work independently and resolve issues.
* Flexibility and adaptability in a fast-paced, dynamic environment.
* Basic understanding of sales, finance, and forecasting.
* Proficiency in using computers and familiarity with mainstream software packages.
* Knowledge of licensing, health and safety, and food hygiene regulations, with experience in implementing and monitoring safe working practices.
* A strong alignment with the mission, vision, and goals of Landmark Theatres, with a passion for contributing to its success.
* Understanding of the local communities in Peterborough and how to be inclusive and supportive of their needs as a community asset
* A commitment to fostering an inclusive and welcoming work environment, with an understanding of equal opportunities, cultural diversity, and awareness of access and disability requirements in service delivery.

**Desirable Skills and Knowledge**

* Knowledge of marketing and sales strategies within the events or hospitality industries.
* Experience in contract negotiation and event budget management.
* Familiarity with audio-visual equipment and technical event requirements.

The job description for this position may be reviewed and amended to incorporate the future needs of the department and organisation. This job description is intended as a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and is subject to review.

Landmark Theatres Ltd is committed to being a diverse and inclusive organisation and we are keen to make our workforce more representative of different backgrounds and experiences of the communities we serve. We work to remove barriers and pride ourselves on giving opportunities to people of all walks of like and all class backgrounds. We welcome applications from people who are under-represented in our organisation and/or arts organisations in general.

Landmark Theatres Ltd is committed to safeguarding the welfare of participants and partners. Applicants will be asked about any previous convictions, cautions, and reprimands, including those that are considered ‘spent’ as defined by the Rehabilitation Offenders Act 1974 (Exceptions) Order 1975 (Amended 2013). The successful candidate must be willing to undergo an enhanced Disclosure and Barring Service check (at Landmark’s expense) if a job offer is made subject to this being obtained.

**To apply for this role please complete the application form and equal opportunities monitoring form found on our website https://keytheatre-peterborough.com/about-us/careers/ and return to** [**jobs@landmarktheatres.co.uk**](mailto:jobs@landmarktheatres.co.uk) **with Events Officer in the subject line. The closing date for applications is midnight on 31st March 2025**

**Interviews will take place at the at The Key Theatre Peterborough, week commencing 14th April 2025.**

All applicants will receive a response regardless of the shortlisting outcome.