



## EVENTS & HIRES MANAGER



School Girls; Or the African Mean Girls Play  
Photo by Manuel Harlan



Accidental Death of An Anarchist  
Photo by Helen Murray



Iphigenia in Splott  
Photo by Jennifer McCord

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future. A local theatre with a national impact.

### LYRIC VALUES

#### **Work with integrity and respect**

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

#### **Every day we learn and grow**

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

#### **Be ambitious and action-focused**

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

#### **Serve our West London community**

We are here for the people of West London, every decision we make and action we take should benefit our community.



## HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk) and complete an **online equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **12:00am on Sunday 7<sup>th</sup> April 2024**  
First interviews will be held on **Wednesday 17<sup>th</sup> April 2024** and second interviews will be held on **Friday 19<sup>th</sup> April 2024**

If you would like to submit your application in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk) to discuss a suitable alternative.

## DESCRIPTION FOR THE POST OF EVENTS & HIRES MANAGER

<b>Responsible to:</b>	Commercial Director
<b>Responsible for:</b>	Hires & Booking Assistant
<b>Contract:</b>	Full-time, permanent role
<b>Salary:</b>	£33,600 per annum
<b>Hours/Days:</b>	<p>The majority of the post-holder's hours are expected to be worked between 9am and 7pm Monday to Friday. Due to the nature of the Lyric's work the post-holder may be required to do some evening and weekend work to fulfil the requirements of the role.</p> <p>The Lyric has a <a href="#">House Agreement</a> that details our approach to working hours for all staff.</p>
<b>House Agreement Type:</b>	Office Agreement
<b>Holiday:</b>	30 days per annum including Bank Holidays with an additional day added for each year of service up to a maximum of 35 days
<b>Notice period:</b>	Three months
<b>Probationary period:</b>	Six months
<b>Pension:</b>	3% pension contribution after qualifying period



**Other benefits include:**

Season ticket loan, Cycle to Work Scheme, Employee Assistance Programme, Work from Home Policy, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

**DEPARTMENT INFORMATION**

The Commercial team consists of:

- Commercial Director
- Bars & Catering Manager
- Head Bars & Catering Supervisor
- Events & Hires Manager – this role
- Hires & Bookings Assistant
- Visitor Experience Manager
- Visitor Experience Officer
- Duty Managers
- Visitor Experience and Bars & Catering teams

**MAIN PURPOSE OF POSITION**

The Events & Hires Manager will play a pivotal role in enhancing the Lyric's commercial hires business, with a primary focus on maximising rehearsal room sales.

This key position is tasked with not only expanding this central aspect of our business model but also overseeing the broader scope of our venue hire offerings alongside the activities of the theatre and other Lyric departments.

This position requires skills in growing the primary revenue stream from rehearsal room hires and efficiently overseeing the multifaceted operations of the hires department, ensuring a significant contribution to the Lyric's sustained success and growth.

**PRINCIPAL DUTIES****Job Purpose**

- To be responsible for end-to-end management, co-ordination, planning, development and delivery of commercial hires both at the Lyric and where required, external spaces.
- To oversee the Artifax and ResDiary booking systems ensuring all users are adhering to the processes of their use.
- To work with the Commercial Director in developing the Lyric's commercial hires business and growing its income, in particular, expanding on the department's rehearsal room clients and bookings.
- Manage the Lyric's external Office space usage clients.

**Event Management & Co-ordination**

- Answer and log all enquiries promptly regarding space hire by telephone, email or in person.
- Prepare event forms and quotes for clients, providing accurate details in regard to what is included in the hire fee.



- Work closely with the wider Commercial team including the Bars & Catering department and the Visitor Experience department.
- Help to curate appropriate menus for Events & Hires clients and assist with the planning and delivery of events specific hospitality.
- Liaise with the Lyric's production and technical team to ensure that all required technical equipment is booked for an event.
- Source and utilise the services of external suppliers as and when required.
- To ensure that both contracts and invoices for hires are completed and provide accurate information to the Finance department.
- Manage any internal charges relating to events including catering usage of the Bars & Catering facilities.
- Ensure that all health and safety matters relating to events are adhered to including but not limited to risk assessments and the reporting and documenting of incidents and near misses.
- To assist where appropriate in the co-ordination of internal events in conjunction with other Lyric departments.

### **Scheduling**

- Develop and promote the organisation's use of Artifax and ResDiary to support and inform space use strategies, scheduling and event management.
- Play a central role in overall scheduling, leading regular forward planning meetings and co-ordinating the scheduling of spaces in consultation with relevant senior management team members.
- Ensure an up to date log of all upcoming events/hires, including space and equipment needs and ensure that they are entered into the events database (Artifax).

### **Commercial Development**

- In consultation with the Commercial Director, promote and develop the Lyric's commercial hires business to hit targets and grow income.
- Develop the breadth of commercial hire opportunities, exploiting the full facilities of the Lyric.
- Work to generate leads by maintaining relationships with existing clients, both current and lapsed, to develop new business.

### **Line Management & Staffing**

- Line manage the Lyric's Hires & Booking Assistant
- Alongside the Visitor Experience Manager, help coordinate staffing required for events and general building and resource requirements.

## **GENERAL DUTIES**

- Regularly attend Lyric Hammersmith Theatre shows and projects including press nights, Young Lyric and development events.
- Attending internal and external meetings as required.
- To adhere to the Lyric's Equality, Diversity and Inclusion Policy, Anti-Racism Strategy, Health & Safety Policy and any other policies or plans the Lyric may introduce in the future.



- Work at all times in accordance with the Lyric's Environmental Sustainability and Action Plan and proactively develop and encourage environmentally sustainable practice.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities
- To act always in the best interests of the Lyric Hammersmith Theatre
- To undertake any other duties as agreed with the Commercial Director, as is appropriate to the post

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

## **PERSON SPECIFICATION**

### **Essential Criteria**

- Experience in delivering events including but not limited to conferences, meetings and social events
- Experience of selling events and hires and maximising income, generating new business and client retention
- Experience of venue operations and operational Health and Safety awareness
- Experience managing and tracking income and expenditure budgets
- Flexible, adaptable and able to deliver the highest standards of client experience aligned to the venue's ethos
- Confident, can-do attitude with an ability to develop excellent working relationships with clients and internal departments
- Excellent communication skills, both written and oral, and the ability to put together high quality offers and experiences for clients
- Proactive problem solver with excellent organisation skills and attention to detail
- Excellent communication skills that can effectively convey enthusiasm to external clients and visitors
- IT literate, with a good working knowledge of Microsoft Office and venue management systems

### **Desirable Criteria**

- Knowledge of the Commercial sector including venue hires pricing, packages and products
- Good understanding of commercial planning and financial processes
- A personal licence holder
- First Aid Trained
- IOSH qualification in Health and Safety
- Experience of using Artifax venue management system
- An interest in the arts
- An interest in environmental issues and solutions

## **EQUALITY & DIVERSITY**

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us



is required to comply with and actively promote our Equality, Diversity and Inclusion Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith Theatre is proud to be a Disability Confident Committed Employer and supports parents and carers working in theatre.

## **APPOINTMENTS**

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

## **LYRIC CONTACT DETAILS**

If you have any questions about this role, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or [jobs@lyric.co.uk](mailto:jobs@lyric.co.uk).

We look forward to receiving your application.