



## Senior Commercial Events Manager IMMA (Irish Museum of Modern Art)

### Permanent Fulltime Post

#### BACKGROUND

The mission of IMMA is to connect audiences and art and to provide a space where contemporary life and contemporary art connect, challenge and inspire.

Since its opening in 1991 the museum has rapidly established itself as a significant and dynamic presence in the Irish and international arts arena. It is highly regarded by its peers throughout the world for the range and relevance of its exhibitions, for its innovative use of its growing collection, for its award-winning education and community programme and for its visitor-centred ethos and facilities.

The programme goes beyond the gallery space to harness the full potential of IMMA's home in the buildings and extensive 48-acre grounds of the Royal Hospital Kilmainham (RHK), Dublin, with a programme of live performance, summer festivals, food and gardening that invites the audience into a direct interaction with creativity, and provides a space for debate, inspiration and participation.

#### THE ROLE

##### Purpose

The management and delivery of commercial events at IMMA, the Irish Museum of Modern Art on the site of the Royal Hospital Kilmainham. Working closely with the Head of Operations and the Head of Corporate Services to nurture and develop opportunities to drive revenue both locally and internationally and act as a brand ambassador for the RHK at IMMA. Ensuring that events are delivered to the highest standards and that IMMA capitalises on all commercial opportunities. First line Point of Contact and liaison for Government led State Events on site.

#### DUTIES AND RESPONSIBILITIES

##### Key Duties and Responsibilities:

##### 1. Management of IMMA's Commercial Venue Delivery

- Working with Head of Operations agree the annual commercial business plan.
- To act as the main point of contact for private and state clients always ensuring a customer focused and professional service.
- Work with the Finance Team to agree budgets and deliver events in line with agreed financial parameters.
- Ensure that appropriate procurement procedures and contract documentation are put in place for all commercial contracts and manage these.
- Undertake regular reviews of contractual documentation including management of Exhibitions SOP to deliver best practice.
- To work with the Head of Audiences and Development to drive a focused marketing campaign that capitalises on IMMA's digital platforms.
- Management of the panel of catering and AV companies to ensure each event is delivered to the highest standards.
- Management of the Events Team overseeing their work and managing costs relating to their services.
- Management of commercial filming contracts, ensuring effective communication across the Museum of the impact of planned filming.

- Oversight of events to ensure that they are compliant in respect of all legal and statutory obligations. Liaison with relevant professionals in respect of these matters.
- Oversight of the day to day maintenance and upkeep of the North Range, including cleaning.

## **2. Representation and Stakeholder Communication**

- Production of website and all promotional material relating to IMMA's commercial venue hire.
- Ensuring clear, effective and timely communication with the Head of Operations, Head of Security and Facilities and Programme Production Manager to ensure the smooth integration of IMMA's commercial activities with its programme and day to day use of the site.
- Maintain productive and positive communication with OPW and Government Departments using the North Range, ensuring the protection of IMMA's commercial activities.
- To work with the Audiences and Development Department to support donor events hosted at IMMA.
- Propose initiatives to generate revenue for IMMA's programme.
- Represent IMMA at industry meetings and events nationally and internationally.

## **3. Other Responsibilities**

- As a Manager actively contribute to the smooth and effective running of the organisation and clear communication of IMMA's strategic aims and objectives.
- Member of cross functional teams as required.

## **4. Key Performance Indicators**

- An active contribution to the continued growth of IMMA's commercial income streams, ensuring the highest level of delivery in these areas and that IMMA is equipped to capitalise on commercial opportunities.
- Effective management of all the resources available to support the delivery of IMMA's commercial activities.
- To imaginatively grow the scale and appeal of the Museum's commercial events to complement the Museum's programme.
- Focused and well-managed staff that are enabled to contribute as effectively as possible to their roles in IMMA.
- Well run, successful events that are fully compliant with all statutory and legal obligations.

The above key responsibilities are a guide to broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. The role profile may be reviewed in the light of new structures and / or the changing needs of the Museum.

## **PERSON SPECIFICATION**

### **Key Criteria will include:**

#### **SKILLS REQUIRED**

##### **Essential**

- Third level Qualification in Business, Marketing or Hospitality and a post graduate qualification in a similar relevant field.
- Minimum of 10 years' relevant experience in a similar role at management level working to and delivering 5-star property brand standards.
- Solid working knowledge of event health and safety and construction regulations within this context.
- Confidence with the relevant IT platforms ie Microsoft Suite.

## Desirable

- Experience in public sector Events Management.
- Experience in contractor management.

## Competencies

- **Management and Delivery of Results:** Takes responsibility and is accountable for the delivery of agreed objectives; Delegates work effectively, providing clear information and evidence as to what is required; Promotes a strong focus on delivering high quality customer service, for internal and external customers.
- **Analysis and Decision Making:** Gathers and analyses information from relevant sources, whether financial, numerical or otherwise weighing up a range of critical factors; Takes account of any broader issues and related implications when making decisions; Makes sound decisions with a well-reasoned rationale and stands by these; Puts forward solutions to address problems.
- **Team Leadership:** Provides clear information and advice as to what is required of the team; Leads the team by example, coaching and supporting individuals as required; Places high importance on staff development, training and maximising skills & capacity of team.
- **Interpersonal and Communication Skills:** Builds and maintains contact with colleagues and other stakeholders to assist in performing role; Acts as an effective link between staff and senior management; Treats others with diplomacy, tact, courtesy and respect, even in challenging circumstances; Presents information clearly, concisely and confidently when speaking and in writing.
- **Specialist Knowledge:** Has a clear understanding of the roles, objectives and targets of self and team and how they fit into the work of Operations and IMMA and effectively communicates this to others; Has high levels of expertise in Event Management and can demonstrate sound commercial judgement; Focuses on self development, striving to improve performance.

## TERMS AND CONDITIONS

**Duration:** The current vacancy is a Permanent Fulltime Contract for the position of Senior Commercial Events Manager and is pensionable.

**Annual Leave:** Annual leave will be 29 working days pro rata per year. This leave is based on a five-day working week and is exclusive of public holidays.

The salary is in accordance with the 1<sup>st</sup> point of the PPC Higher Executive Officer Std Grade **€49,846.00**.

**Scale: Higher Executive Officer (PPC) as at 01<sup>st</sup> October 2020. Scale Point €49,846; €51,303; €52,756; €54,210; €55,668; €57,124; €58,577; LSI 1 €60,679; LSI 2; €62,775.**

The Irish Museum of Modern Art complies with Department of Public Expenditure and Reform and guidelines on Public Sector pay and conditions of employment and entry level will be at Point 1 of this Grade.

**Outside working hours:** The successful candidate must be flexible and available to work occasional early mornings, evenings and weekends (as required).

**Screening:** All employees are required to be compliant with IMMA's screening, security and Garda vetting procedures.

**How to apply:** Applicants should submit a Curriculum Vitae along with a cover letter by email, outlining how they meet the required criteria to [human.resources@imma.ie](mailto:human.resources@imma.ie)

**Closing date for receipt of applications: Friday, 23<sup>rd</sup> October 2020.**

**Note: Candidates that score above the benchmark in the interview but are not the successful candidate are notified that they will be placed on a panel for 6 months and if the same role becomes available they may be selected**

**IMMA is an equal opportunities employer.**