

JOB DESCRIPTION

Commercial Events & Venues Manager



Job title	Commercial Events & Venues Manager
Reporting to	Commercial Director
Background	Harrow School is one of the world's most famous schools. Founded in 1572 by a local yeoman farmer, John Lyon, under a Royal Charter granted by Queen Elizabeth I, encompassing much of Harrow on the Hill in north-west London. Harrow School's 324-acre estate comprises approximately 150 buildings, 70 acres of woodlands and gardens, a 60-acre farm and 120 acres of sports fields including a nine-hole golf course, a conservation area and a collection of listed buildings. Around 830 boys aged 13 to 18, who come from all over Britain and across the world, live in the School's 12 boarding Houses, and there are about 120 academic staff and over 500 support staff. All members of staff work to a single, uniting purpose: to prepare boys with diverse backgrounds and abilities for a life of learning, leadership, service and personal fulfilment. Harrow School Enterprises Limited (HSEL) is the trading company of Harrow School. It is responsible for raising additional funds for the School through commercial activities such as events, filming, tours, weddings, educational courses, residential tenant groups and sports facilities hire. HSEL is also the head office for Harrow School Short Courses (HSSC), which is one of the leading providers of summer language courses for international students aged 8-17 years.
Primary role	The Commercial Events & Venues Manager is responsible for the day-to-day management and operational delivery of Harrow School Enterprises' events, tours and filming activities. This is a hands-on management role, with the post holder expected to take an active role in the planning, coordination and delivery of commercial activities, working alongside the team to ensure the highest standards of customer service and operational excellence. Working closely with the Commercial Director, the post holder will support the growth of the commercial business by identifying opportunities to increase income, improve operational processes and maximise the commercial potential of the School's unique estate.
Principal Duties	Commercial Management • Manage the day-to-day commercial delivery of events, tours and filming. • Support delivery of annual income targets • Identify and recommend new commercial opportunities • Develop new venue packages, pricing and seasonal offers. • Analyse trends and recommend new products and services. • Produce monthly performance reports, forecasts and KPI reporting.

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	Events Management • Manage all commercial events from enquiry through to successful delivery. • Manage weddings, conferences, private events, filming and corporate functions. • Conduct client meetings and venue tours. • Coordinate event logistics with internal departments and external suppliers. • Provide on-site operational support during events and resolve issues as they arise. • Coordinate events with School's outreach department, Shaftesbury Enterprise • Ensure exceptional customer service standards.
	Financial Management • Manage agreed budgets for events, tours and filming. • Monitor profitability of every booking. • Forecast revenue and expenditure. • Approve quotations and contracts. • Oversee invoicing and payment collection. • Produce financial reports and forecasts for the Commercial Director.
	Team Management • Line manage: ◦ Senior Events & Tours Coordinator ◦ Tours Administrator ◦ Casual Events Supervisors ◦ Tour Guides (indirectly) • Manage recruitment, induction and training. • Manage rotas and staffing. • Carry out performance reviews. • Hold regular operational team meetings.
	Venue Operations • Ensure event spaces are prepared and operationally ready. • Coordinate with Catering, Estates, Works, Security and House teams. • Manage the Civil Wedding Licence. • Ensure venue standards remain exceptional. • Maintain and improve operational procedures where appropriate.
	Tours & Visitor Experience • Oversee all public and private tours. • Manage tour guide recruitment and training. • Maintain and continually improve the visitor experience. • Increase secondary spend through upselling.
	Filming & Locations • Manage filming enquiries and support income generation. • Conduct location visits.

	Job Description – Commercial Events & Venues Manager • Manage client relationships. • Coordinate operational delivery. • Liaise with School's Estates department to organise location usage. • Ensure compliance and health & safety. • Maximise utilisation without impacting School operations.	
	Business Development & Marketing • Work with Marketing to: ○ generate enquiries ○ develop campaigns ○ update website content ○ produce social media content ○ create sales collateral • Represent HSEL at industry events where required • Maintain relationships with agencies and suppliers. • Support the Commercial Director in identifying new commercial partnerships.	
	Event Management System (EMS) • Manage the day-to-day use of the Event Management System. • Ensure accurate booking information. • Improve reporting. • Develop new workflows. • Train users. • Liaise with system providers.	
	Health, Safety & Compliance • Ensure compliance across all commercial activities. • Oversee event risk assessments. • Monitor safeguarding requirements. • Ensure contractor compliance. • Maintain operational documentation.	
Person Specification	Essential Experience • Managing complex commercial events • Venue management • Budget management • Team management • Client relationship management • Experience supporting commercial growth • Marketing awareness • Contract management • Health & Safety compliance	
	Desirable • Education sector • Historic venues • Weddings • Film locations • Tourism • Hospitality	

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- CRM/EMS systems

Skills

- Commercially driven
- Excellent communicator
- Strong negotiator
- Highly organised
- Financially literate
- Calm under pressure
- Relationship builder
- Hands-on manager with a proactive approach
- Excellent problem solver