

## London Parks and Gardens Trust Job Description

**JOB TITLE:** Events, Activities and Ticketing Coordinator

**REPORTS TO:** Events and Marketing Manager

**HOURS:** 14 hours per week. Core day of attendance at Duck Island Cottage - Tuesday

**SALARY:** £11,200 (£28,000 pro rata) 35 hours paid leave.

**LOCATION:** Central London

### **JOB SUMMARY:**

#### **Purpose of role**

We are seeking a hard working and motivated individual to join the London Parks and Gardens Trust team, to help support and grow the programme of events and activities. This will include the Trusts flagship annual event, Open Garden Squares Weekend, a major cross-London event which sees in excess of 20,000 visitors over a weekend in June, and features an exciting series of activities and entertainment across the gardens.

This new post represents a step-change in the aspirations of the Trust to deliver sustainable, on-going and relevant activities that increase public engagement and generate income. It reflects the Trust's renewed ambition to raise its profile and increase its effectiveness to become the voice of London's parks, gardens and green spaces.

The role will report directly to the Events and Marketing Manager, working closely with the London Parks and Gardens Trust team, and with our network of volunteers.

#### **About us**

London Parks & Gardens Trust is a small charity based in Central London with a membership of approximately 500 people and a network of c.250 volunteers. We are affiliated to The Gardens Trust. We aim to increase knowledge and appreciation of parks, squares, community gardens, cemeteries, and churchyards across London. We have a statutory role in the planning system for historic landscapes. We also provide and enjoy lectures, walks, and events such as Open Gardens Squares Weekend, produce a newsletter and journal, research papers, and maintain an on-line inventory of historic green spaces.

#### **The Trust's Mission and Values**

To encourage public participation; inspire volunteer action; conserve historic significance; and celebrate horticultural excellence in all London's green spaces.

#### **Our Mission**

- Increase the enjoyment and understanding of London's green spaces for all
- Be the voice of the sector in relation to issues affecting historic parks and gardens in London
- Offer advice and guidance on the appropriate conservation management and maintenance of historic green spaces across the capital.

### **KEY RESULTS AREA:**

#### **1. Primary Job Requirements**

To support the Events and Marketing Manager on organising and delivering Open Garden Squares Weekend, alongside growing and delivering the wider London Parks and Gardens Trust programme of events. This will include working with, securing and managing relationships with sponsors, event partners, external suppliers, contractors and volunteers. To deal with all enquiries relating to the events programme and ticketing issues.

## **2. Manage box-office systems**

You will oversee all ticketing arrangements online and through other channels, delegating tasks to volunteers where appropriate. You will input details for events using online packages, including prices and promotional offers agreed with the Marketing and Events Manager. You will allocate sponsor-tickets and other complimentary tickets, reporting clearly on cost implications. You will work with colleagues on campaigns to ensure ticket income is maximized and agree appropriate targets. You will make sure that the tickets are clear about the terms and conditions of sale to protect the Trust.

## **3. Box office administration and targeted promotional material**

You will keep records of sales and report on performance. You will monitor ticket sales against targets, produce event reports and ticket breakdowns before and after each event. You will liaise with volunteers who run events so that they have a full list of ticket-holders. You will monitor the quality of the events offered and provide feedback to improve the quality of the Trust's offer. You will contribute to the design of supporting published material and ensure that brochures and posters are displayed appropriately. You will make sure that the Trust is compliant with the payment card industry data security standards.

## **4. Provide excellent customer service**

You will take ticket bookings and deal with customers and visitors in a timely, efficient and friendly manner. You will develop and publish consistent policies so that customers and members know what to expect. You will liaise with membership management to ensure a quality offer for them. You will deal with any customer complaints and queries. You will support and respond to any visitor requests in relation to disabilities or other requirements.

## **5. Supporting and producing Marketing Materials**

The Trust publishes a number of different types of literature which you will support on; a regular glossy magazine, an annual journal and a variety of e-communications. You will be responsible for checking the Open Garden Squares Weekend guidebook prior to publication, ensuring details provided are an accurate reflection of what is on offer. You will work with the Marketing and Events Manager in ensuring all marketing materials are up to date and consistent, and help to establish and develop the Trusts brand guidelines, working with external contractors where required.

## **6. Activities**

You will be responsible for holding a centralized record of all events and activities that take place within the gardens during the weekend of Open Garden Squares Weekend, and the LPGT events programme. You will work alongside a team of volunteers in securing and confirming activities, and making sure everyone is well briefed and up to date on all events and activities. You will ensure volunteers and participating gardens, will have the support and materials that they need in delivering their relevant activities.

## **PERSON SPECIFICATION**

- A highly organised individual with the ability to forward plan
- Highly motivated to achieve results and provide reports to back this up
- Diplomatic and persuasive with the tenacity to negotiate internally with colleagues who may not understand the importance of planning ahead
- Ability to communicate effectively and confidently
- Cost-conscious
- An interest in all aspects of parks, gardens and green space in London is desirable
- Forging and maintaining good relationships with suppliers and ticket buyers and ensuring exceptional delivery of service to meet all requirements

- Support the Events and Marketing Manager as required and undertake any other duties consistent with the aims and purposes of the Trust

### **Knowledge and Experience**

- Relevant experience of customer care, and ticketing (using Eventbrite/Paypal or similar) via verbal and written communication, telephone interpersonal and networking skills
- Experience of managing and working with a variety of volunteers
- Proven experience of working in a busy office demonstrating willingness to get stuck into other tasks
- Ability to prioritise task in order of importance to ensure delivery
- Ability to work independently as well as part of a team

### **Skills**

- Excellent IT skills including database knowledge
- Ability to identify opportunities that could enhance the team's effectiveness and operation
- Ability to juggle a wide range of activities, prioritise own workload, deal with conflicting demands and meet tight deadlines.
- Excellent writing style and skills

### **TIMELINE:**

**Send Covering Letter and CV to:** [office@londongardenstrust.org](mailto:office@londongardenstrust.org)

**Deadline for Applications:** Monday 20 March

**Interview Date:** Interviews will take place on Monday 27 and Tuesday 28 March