

JOB DESCRIPTION

Events Assistant

London Parks & Gardens (LP&G) is a registered charity with a membership of about 500 and a volunteer network of about 250. Our core purpose is to protect London's historic parks and gardens through research, sharing knowledge and defending sites within the planning system. We organise a programme of lectures, and other events related to historic and other landscapes in London. Our main fundraiser is London Open Gardens, an event with over 100 participating gardens opened for one weekend in June. We are governed by a Board of Trustees. LPG provides lectures, and other events to reach out to new audiences and build our network of contacts. LP&G produces regular e-newsletters, a membership magazine and a journal, alongside maintenance of an on-line inventory to increase knowledge and appreciation of parks, squares, community gardens, cemeteries, and churchyards across London. The paid staff comprise a very small team supported by volunteers and occasional contractors. The events and membership provide much of the income that supports the charities ongoing costs.

Hours: 21 hours per week

Location: We offer flexibility of location but do require you to be in our central London Office for Team meetings on Wednesdays. Some weekend and evening work will be expected.

Holidays: Equivalent of 28 days paid annual leave pro rata plus Bank Holidays.

Purpose of role

This is a newly established role for the Trust, you will be a highly organised, practical and friendly person supporting our very small office with our programme of events. You will assist with all ticketing and marketing arrangements. You will also help with other fundraising initiatives to maximize income for the Charity. You will handle events related tasks as they arise.

Reporting Relationships

Reports to the Director. You will receive guidance from the income generation group and the project manager / consultants for work on London Open Gardens. You will support the Office Manager with events related tasks.

Start Date

As soon as possible. Contract for 1 year, subject to probation, with a view to extending should fundraising, grants and other income be successful.

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Role Profile

What you will be accountable for

1. Supporting the running of LPG lectures (Live & Hybrid)

- Dealing with ticketing through Bookwhen or other generic platform as required to make sure the customer has a smooth buying experience
- Responding to all customer enquiries in a timely manner.
- Liaising with venues as required to make sure all equipment and refreshments in place as needed.
- Providing regular content for LPG bulletins, Newsletters and social media to promote the lectures and all other events run by LPG.
- Looking for opportunities to cross-promote and maximize ticket sales.
- Reporting on activities as required

2. Supporting London Open Gardens

This activity is led by an Event Producer.

- Programming ticketing including relevant booking fees on our ticketing platform (Eventcube)
- Assisting with Sponsorship arrangements including delivery of bespoke events when required
- Referring customers enquiries to the appropriate place as needed and handling in a professional and timely manner.
- Supporting the coordination of guided walks and other associated events linked to London Open Gardens that will generate income for the Charity
- Seeking promotion opportunities and external networks to sell tickets to new audiences.
- Assisting with press work with the support of a consultant when resources are available.
- Liaising with Garden Coordinator volunteers as required, oversight and maintaining... garden records.

3. Supporting other fundraising initiatives

- Support the delivery of the Income Generation Group activity and fundraising program
- Promoting the annual raffle and coordinating the prizes secured by the Trustees
- Supporting the Volunteer Coordinator with arrangements for events with Benefactors and volunteers, including managing guest lists.
- Providing support with other income generating ideas such as individual sponsored activities; filling in registration documentation and other tasks associated with new donor platforms; seeking out small grants as required.

4. General administration and other ad hoc office tasks

- Maintaining a pleasant and safe working environment at Duck Island Cottage including tidying after meetings and liaising over supplies of refreshments
- Creating and providing a calendar of events and circulating widely
- Other duties as required to help deliver events and promotional activities generating income and new networks

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Personal Attributes, Skills, Knowledge and Experience;

Essential

Personal attributes

- Demonstrable experience of running and promoting events
- Excellent communicator, both written and spoken English
- Numerate
- Good organizational skills and time-management
- Self-motivated and practical
- Proactive positive attitude and willingness to learn on the job and try new ways of working.
- IT skills including experience of the following packages (or demonstration that can learn on the job) for:
 - Office 365 including MS Word, Excel etc.
 - Bookwhen or other ticketing platforms
 - Zoom/MS Teams online meetings and use for events
 - Donor platforms for raising funds
 - Wordpress
 - Various social media channels

Desirable

- Providing marketing content and dealing with the press
- Drafting grant proposals and other fundraising experiences
- Experience of working within a Charity reliant on volunteers and members and the sensitivities with this
- Enthusiasm in London's parks and green spaces

How to Apply:

Applications will be reviewed on an ongoing basis. If the right candidate applies we may recruit before the closing date.

Please send a CV – no more than 2 sides of A4 and a covering letter also no more than 2 sides of A4 addressing the personal attributes, skills, knowledge and experience. Including two professional references. Send to: office@londongardenstrust.org Please mark your email heading with 'Events Assistant' with First Name and Surname and label your CV and letter with your First Name and Surname. We accept word or pdf.

The closing date for applications is 10am 30th January 2023 and we anticipate that interviews will be held on 16th February 2023. Before interview we may ask you to carry out a very short desk exercise. We will contact you to arrange an interview, if you do not hear from us you have not been successful.

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