

Job Title:
Reporting to:
Directorate
Direct Reports:

Events & Business Development Manager
Head of Heritage
Governance
1 (+ Casual Event Stewards)

Job Band: 3
Team: Heritage

Job Summary

St John's Gate and the Priory Church in Clerkenwell provide exquisite opportunities for private events, weddings, conferences, and filming. The Commercial Events Manager will have the vision, drive and experience to develop the events business, growing income to support our first aid mission and maintain the Grade-I listed historic estate. Working within the Heritage department, they will use their entrepreneurial skills to expand our client base, enhance our events offer, deliver exceptional customer service and create long-term sustainable growth. Combining strategy, business acumen, and a hands-on approach, the role makes a vital contribution to our charitable mission and ensuring that our Museum, collections and historic buildings can thrive for current and future generations.

Key Responsibilities

- Inspire and develop the team to ensure a consistently high-quality client experience, effective and targeted marketing, and the optimum financial contribution for the charity.
- Provide senior oversight of event planning and delivery, ensuring exceptional guest experiences from enquiry through to flawless execution.
- Ensure contracts, event documentation and invoices are accurately and professionally managed.
- Develop and deliver the Events Business Plan, leading on strategy, objectives and action plans to meet agreed financial targets.
- Develop and deliver stretching KPIs, provide reports as required including relevant analytics regarding business performance.
- Develop comprehensive, evidence based and compelling business cases to secure investment and enable growth.
- Lead new product and infrastructure development.
- Represent the venue at client-facing and networking events.
- Build and maintain trusted relationships with key clients, helping establish long-term growth and repeat business.
- Manage all catering and equipment contractor relationships, ensuring the best possible mutual outcomes.
- Participate in the project planning for the estate masterplan, providing knowledge and inspiration to ensure the events business thrives, clearly articulating business and operational need and opportunities.
- Champion and exemplify compassionate leadership and St John values.
- Engage, involve and empower St John People in problem-solving and improving the organisation.
- Actively promote diversity and a variety of perspectives across the organisation.
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

Important things you need to know about this job

- You will need to be available to work 35 hours per week flexibly to meet the needs of the business, including some weekend and evening working.

Our Values and Commitment to Equality, Diversity and Inclusion

- Our Values spell HEART which stand for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
- Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C) including Maths & English	✓	
A degree or further qualification in a relevant subject		✓
Experience		
Leadership of a sales and income-focused team in events	✓	
Strategic planning of budgets and resources to align with strategic goals	✓	
Working within museums, historic buildings or a cultural venue		✓
Exploring new income opportunities for a commercial business, optimising profit and growing the client base	✓	
Negotiating with, contracting and monitoring the delivery of third-party contractors, ensuring good relationships and the best possible outcomes for the commercial business	✓	
Developing and delivering promotional/marketing campaigns and sales literature to support growth of the business	✓	
Skills, knowledge and abilities		
Creative flair to devise and deliver a compelling package of event options for clients	✓	
Exceptional organisation, able to handle competing priorities and keep multiple projects on track	✓	
Hold a personal licence for the sale of alcohol.		✓
Understand the requirements of working in a licenced catering establishment, ensuring standards of hygiene, health and safety and presentation are met consistently	✓	
Excellent interpersonal skills with exemplary verbal and written communication	✓	
Ability to report effectively and the skill to influence people at all levels within an organisation	✓	
Highly competent at administration, Office 365 and CRM systems	✓	
An inspirational leader who knows how to achieve the best from their team and leads by example	✓	
Role model a values-driven approach	✓	
Demonstrate a compassionate and emotionally intelligent leadership style	✓	
Be open to feedback and the learning that comes from it	✓	
Be prepared to take action when poor behaviour is observed	✓	
Be willing and able to exemplify the HEART values	✓	
DBS Requirement	Yes	No
Does the role require a DBS check to be carried out to be successful for the role		
<i>If 'Yes' what level of DBS check is required for the role? Is it Basic/Enhanced</i>		✓
<i>*please refer to the additional information page in reference for hiring manager guidance on DBS checks</i>		

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: SD/AM

Date of preparation: Oct 2021 (revised July 2026)

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