

Events Manager – Waterstones Piccadilly

Occupying a beautiful art deco building, formerly Simpsons' department store, in the heart of London's West End, Waterstones Piccadilly offers six huge floors of books with over 200,000 unique titles. It is also host to our flagship events programme, which ranges from book groups to book signings and theatre events with the biggest names writing today.

We are looking for a highly competent and driven manager to lead the Piccadilly events programme. The Events Manager will be responsible for curating and promoting a vibrant programme and for managing the administrative and operational processes required to deliver this. This role will suit someone with keen attention to detail, who understands the high standards to which events must be executed and the work that goes on behind the scenes to ensure their smooth running.

Responsibilities

- Identify the operational and administrative needs of each event and ensure that these are completed.
- Monitor and maintain events communication with customers, ensuring all enquiries are promptly replied to.
- Be an integrated part of the bookselling team in order to create an events programme that is an extension of the shop's bookselling focus.
- Promote events by ensuring booksellers are equipped to speak with customers about the events programme; use the shop's space to display promotional materials; utilise social media; explore links with local press and radio.
- Project manage events that are hosted out of the shop, working closely with our venue partners on all aspects of this activity.
- Set up and run bookstalls at events run by other producers.
- Carry out evaluation to continually improve the customer proposition.
- Event management: to run events where necessary.
- Work as a bookseller on the shopfloor as required.
- Flexibility: the role will involve working evenings and weekends where required.

Key Skills/Experience

- Experience of devising and implementing projects, from planning to delivery, ideally in an events environment
- Proficient in use of Microsoft Office , especially Excel
- Has been involved with the running of customer facing events
- Working in a team with defined roles to deliver successful projects to tight deadlines
- Excellent organisational skills, the ability to manage multiple projects at one time and work to tight deadlines, often in a fast paced environment
- The ability to think logically, to implement plans and timelines and follow them through
- Outstanding communication skills to enable effective communication with customers and colleagues at different levels internally and externally.
- An ability to work well alone, as well as being able to lead a group of booksellers
- A familiarity with, or interest in learning about, different social media platforms, particularly Facebook, Twitter and Instagram, and how these can be used to reach an events audience

Please apply to neil.crockett@waterstones.com with your CV and covering letter.

Closing date: Monday 24th June 2018