

Art Fund Museum of the Year 2021 – Event Manager (freelance)

Objective: Scoping, planning and delivery of celebration event for Art Fund Museum of the Year 2021

Proposed event outline

Title: Art Fund Museum of the Year ceremony and reception

Date: Evening of Tuesday 21 or Thursday 23 September

Venue: London museum or gallery tbc

Background

Art Fund Museum of the Year is the world's largest museum prize. A celebration of the UK's museums and galleries, the 2021 prize will reflect the resilience and imagination of museums throughout the pandemic. For 2021 we're planning a celebration event for guests closely connected with the prize and Art Fund which will also be broadcast live across BBC TV and radio. Our ambition is that the event takes place live, with guests invited to attend in person.

This event is an opportunity for us to share and celebrate the achievements of the five finalist museums, and award one winner the £100,000 prize. As we were unable to have a ceremony in 2020 we would also like to use this as an opportunity to mark the achievements of the joint-winners of last year's prize. The event also provides an important moment for us to boost Art Fund's profile, to thank guests for their support of Art Fund and connect our donors to the breadth of our museum network.

Guests will include finalist museums and their invited guests, judges, key sector stakeholders, media, funders, policy/political contacts, artists, VIPS and speakers, Art Fund trustees and our closest supporters/donors.

Brief

We are looking for an experienced freelance events specialist to first undertake a feasibility study and advise us on how they would approach such an event, taking into account changing Covid-19 restrictions and the need to remain flexible with the option for a hybrid event should circumstances change. The event will be delivered to a tight budget so we are also looking for a proposal as to how this can be best apportioned and managed.

Following the initial feasibility study and once a proposed approach has been agreed the Event Manager would then plan, manage and deliver all aspects of the event. Experience of working in collaboration with broadcast and on live-to-air events would be advantageous.

Please note the prize itself is managed by another post, however the Event Manager will need to work closely with this role and the wider project team.

Format

The event will take place at a museum or gallery in London (venue being finalised). The event will be shaped around a live broadcast of the ceremony across BBC TV and radio channels. Standing reception format with drinks and canapes served before and after broadcast.

Timings

Guests arrive at 6.30/6.45pm; broadcast 7.15 – 8pm; aim to start closing at 9pm for 9.30pm finish.

Capacity

Up to 350 guests at the venue, depending on restrictions at that time.

Key stakeholders:

- Venue (tbc) but scoping of availability underway
- Caterers (not yet chosen)
- Production/AV team (not yet chosen)

- Speakers will include Art Fund's director and chair of the prize jury Jenny Waldman, advocates for each museum, and the winning museum director will make an acceptance speech
- Photographers (not yet chosen)
- BBC, including commissioning editors, programming teams, crew and production staff. The BBC have appointed a freelance events manager to co-ordinate broadcast event production
- Press/PR support (Bolton and Quinn)
- Art Fund, including director and core senior staff, Museum of the Year project manager, communications and digital teams, designers, development and events team, and supporting staff

Key responsibilities:

- Preparing an initial feasibility study and event proposal including budget and contingency plans
- Managing relationship with venue
- Booking, liaising with and managing the caterers and suppliers
- Booking and briefing the production team
- Booking and briefing photographers
- Creating briefing notes for senior stakeholders and partners
- Managing the event budget
- Face-to-face briefing with senior Art Fund staff, PR teams and BBC
- Managing all logistics and timings on the night itself
- Co-ordinating all suppliers in advance and on the night
- Support around RSVP management and use of CRM systems
- Wrap up including evaluation and chasing invoices

Key Skills and Experience

- Large scale event experience
- Experience of working with range of different suppliers and contacts
- Ability to take a lead and work independently while collaborating with internal and external stakeholders
- Creative and strategic approach to event planning
- Budget management
- Ability to shape and deliver a brief, identifying risks and opportunities and managing expectations
- Understanding of current Covid-19 restrictions
- Proven experience of working under pressure, ability to respond flexibly and adapt plans
- Management of events with live-to-air broadcast content desirable

Required support: Approx. 25 days from now until end September. Time required per week will increase as the event nears

Fee: A total fee of up to £5,000 is available (including expenses)

Start date: Immediate

How to apply: Please send a CV accompanied by a short statement (max 200 words) outlining your interest in the role to recruitment@artfund.org before 27 July 2021. We reserve the right to close the application process earlier.