



Rich Mix

Head of Events & Sales

Candidate pack
March 2026



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RICH MIX



CONTENTS

Section one - Introduction

Welcome letter

Section two - About us

Rich Mix

Our values

Section three - Job description

Role details

Purpose of the role

Key responsibilities

Section four - Person specification

Person specification

Section five - How to apply

How to apply

1

Introduction



Dear Applicant,

Thank you for your interest in Rich Mix.

We are a neighbourhood arts centre rooted in our local community, and committed to representing and reflecting a diversity of lived experiences through our wide ranging Live, Creative Engagement and Cinema Programmes.

We are an Arts Council National Portfolio Organisation (NPO), who value our contribution to the arts and cultural sector, particularly with our place-based approach to community and arts development that is strongly linked to diverse communities. They have awarded us 'Outstanding' in our contribution to the Creative Case to Diversity (one of 5% of National Portfolio Organisations).

As our new Head of Events and Sales, you will report to our Head of Finance and play a pivotal role in shaping the next chapter of our organisation's commercial success.

This is a rare opportunity to take full ownership of a dynamic portfolio, which includes private hires, workspaces and corporate partnerships, and transform it through strategic insight, bold planning and market-led innovation.

You will be a driving force behind our growth, leading our efforts to strengthen lead generation, enhance conversion and unlock the full commercial potential of our fantastic building. Your work will not only elevate our earned income but deepen the value we deliver to clients, residents and the wider community we serve.

You will manage our Events and Sales Team and champion a culture of excellence, ambition and customer focus. This is the perfect role for someone who thrives in a fast-paced, opportunity-rich environment, and who is excited by the chance to shape a commercially vibrant future while contributing directly to our strategic vision. We see this role developing in the future, giving the postholder the opportunity for advancement.

If this sounds like you, we look forward to receiving your application.

With best wishes,

A handwritten signature in blue ink that reads "Judith".

Judith Kilvington, CEO

2

About us



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2

About us

Rich Mix

East London's home for culture and creativity

Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in East London. We connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Launched in 2006, we offer a wide-ranging programme, encompassing music, performance, spoken word, and exhibitions, alongside mainstream releases, festivals and independent film across our three cinema screens. We believe in the power of creativity to transform lives, and through our Creative Engagement programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across East London.

Our commitment to diversity extends beyond our daily programme. A Shoreditch landmark, our building provides a home for more than 20 of the city's most socially progressive and innovative creative businesses, employing over 200 people.

Rich Mix has recently revitalised our vision with a renewed focus on music and film. This strategic shift will allow us to strengthen our offer, deepen our engagement with audiences, and further establish ourselves as a leading destination for these art forms.

As a National Portfolio Organisation of Arts Council England, we value their investment, which enables us to expand the scope, scale, and ambition of our programme. We are committed to growing a sustainable business model, building upon our current success with diverse income streams, including cinema and programme ticket sales, space hire, grants and donations, tenancies and bar revenue. This diversified approach, alongside ACE funding, will ensure our continued and expanding contribution to the cultural landscape of East London.

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from Global Majority candidates and candidates who self-identify as Disabled.

richmix.org.uk / [@RichMixLondon](https://twitter.com/RichMixLondon)



2

About us

Our values

Everything we do is underpinned by our values

Open

We are open, generous, accessible and welcoming

Inclusive

We champion equality and diversity and strive to represent, reflect and respect different voices and perspectives

Collaborative

We work in partnership with artists, companies, communities both locally and internationally

Ambitious

We support ambitious artists and ideas in the belief that art and culture has the power to bring people together

Creative

We nurture all forms of creativity and we are also a creative force

We are a charity. Every pound we make in our cinema, on our bars and through our space hire, goes straight back into supporting our work in the community and transforming lives through creativity.

3

Job description



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3

Job description



Role details

Job title	Head of Events and Sales
Salary	£40,000 - £45,000
Hours	35 hours per week (5 days), excluding one hour per day for lunch. Flexible working required to include evenings and weekends events out of office hours
Location	Rich Mix, 35-47 Bethnal Green Road, London E1 6LA / remote working permitted for up to 2 days per week, if business need allows
Reports to	Head of Finance
Line Management	Events and Sales Team (3 FTEs - Events and Sales Executive, Events and Sales Coordinator and the Sales and Marketing Executive)
Contract	Full time / Permanent
Strategic relationships	CEO, Head of Marketing and Communications, Head of Programming, Head of Operations, Head of Finance, Head of Development, Technical Manager
Annual leave	25 days per annum, rising by one day per year to a maximum of 30 days, plus bank holidays
Probation period	6 months
Notice period	3 months' notice in writing on either side on successful completion of probation
Benefits	Benefits of working at Rich Mix include employee discounts, employee assistance programme (EAP), pension contribution and hybrid working opportunities.

3

Job description



Purpose of the role

Reporting to the Head of Finance, the Head of Events and Sales is a senior member of the Management Team, with accountability for driving growth, profitability and earned income through strategic planning, market analysis and business development.

The role leads private hires, workspaces and corporate relationships, ensuring all hires activity is delivered to the highest standard to maximise revenue and commercial contribution.

The role has strategic responsibility for maximising the building's commercial potential. You will set and deliver sales strategies that strengthen lead generation and maximise conversion in line with sales targets and business demands. You will ensure a high level of customer satisfaction is maintained, initiate corporate relationships and maximise income from workspaces whilst building valuable relationships with residents.

You will lead the Events and Sales team, comprising the Events and Sales Executive, Events and Sales Coordinator and the Sales and Marketing Executive.

Key responsibilities

Strategic planning

- Develop and deliver a commercially driven events and sales strategy, informed by market analysis, to maximise earned income, space utilisation and ROI.
- Drive new business, corporate partnerships and repeat bookings through targeted inbound and outbound marketing and proactive business development.
- Establish and continuously improve operational processes and policies to ensure efficient, compliant and high-quality event delivery.
- Lead compliance with Health and Safety, licensing and legal requirements, maintaining exceptional service standards.
- Oversee CRM and systems strategy, data integrity, pricing insight, operational efficiency and measurable return on investment.
- Work alongside the Management Team via weekly meetings on business planning, policy development, capital projects and delivery of Arts Council England priorities, identifying and implementing revenue growth opportunities.

3

Job description



Sales

- Lead the Events department budget, sales pipeline and performance reporting, providing robust forecasting, income projections and data-driven analysis to inform revenue growth strategies.
- Develop and implement sales and business development plans to expand the client base, increase corporate support and strengthen commercial performance.
- Represent the Events function at financial and commercial review meetings, analysing historic sales and occupancy trends to mitigate risk and optimise income.
- Build and manage strategic relationships with clients, suppliers, stakeholders and business networks, negotiating best value and maintaining high service standards.
- Lead on targeted inbound and outbound campaigns (delivered by the Sales and Marketing Executive) and with the Head of Development to grow corporate support for Rich Mix's charitable activity.
- Represent Rich Mix externally, building strategic relationships to enhance profile and commercial opportunities.
- Prepare high-quality reports, budgets and strategic papers for the Board, funders and potential sponsors.

Events

- Line manage and develop the Events and Sales Team, setting and delivering targets for income, occupancy and service excellence.
- Oversee proposals, pricing, contracting and invoicing to ensure profitable delivery of all hires.
- Ensure accurate CRM management, data protection compliance and clear communication of event information.
- Ensure sufficient method statements and risk assessments are provided by clients and reviewed internally, to ensure that events are managed safely in compliance with Health and Safety, fire regulations and licencing restrictions.
- Lead feedback and complaints processes to improve customer experience continuously.
- Foster cross-departmental collaboration with programming, operations, technical and welcome teams to enhance operational delivery, customer experience and revenue opportunities.

General

- Undertake additional duties appropriate to the role as required by the CEO.
- Attend events and represent the organisation as needed.
- Ensure full implementation of Rich Mix's policies as outlined in the Staff Handbook.
- Actively contribute to Rich Mix's culture of diversity and inclusivity.

4

Person specification



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4

Person specification



Person specification

Essential skills, knowledge and experience

- Minimum 3 years' experience leading a commercial events function within a target driven, revenue focused environment.
- Proven track record of delivering financial targets through effective budgeting, forecasting, account management and performance reporting.
- Experience leading, motivating and optimising high-performing teams against clear KPIs and measurable outcomes.
- Demonstrable success in business development and proactive marketing for hires and events, with strong knowledge of relevant industry markets.
- Strong working knowledge of event management software/CRM systems.
- Excellent project management, organisational and coordination skills, with the ability to manage multiple priorities and tight deadlines.
- Experience building and managing effective relationships with stakeholders at all levels.
- Highly developed communication skills with the ability to influence and drive performance.
- Demonstrable commitment to environmentally sustainable working practices.
- Demonstrable commitment to inclusion and diversity in the workplace.

Desirable skills, knowledge and experience

- Senior level experience in an arts or charity organisation.
- Experience managing teams through organisational change.

Please note

This job description reflects the requirements of Rich Mix in March 2026. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

5

How to apply



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5

How to apply

Rich Mix is working exclusively with Charisma Charity Recruitment.

Applications for this role should be submitted through the [Charisma website](#), and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role

For an informal and confidential discussion about the role, please contact:

Katherine Anderson-Scott, Executive Director of Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk.

We welcome and encourage expressions of interest from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law.

Closing date: Wednesday 22nd April 2026

Charisma vetting interviews are being actioned on a rolling basis, please apply as soon as possible to avoid disappointment.



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