

Role:	Venue Hires and Events Manager
Place of Work:	Wolves Lane Centre, Wood Green, London N22
Salary:	£36,000 o £40,000, dependent on experience
Contract:	4 days per week (0.8 fte) In person
Accountable to:	Wolves Lane Consortium Board

An exciting time to join Wolves Lane Centre!

Wolves Lane Centre is a thriving 3 ½ acre community based working horticultural site and a much-loved local asset. Home to vibrant growing spaces, with a shop and café, offering events and learning programmes, and to become a hub for sustainable living. Through the recent completion of three new eco-buildings including a 150 person capacity community hall, the Centre is embarking on an exciting phase of development — and we're looking for a highly motivated Venue Hires & Events Manager to join us on this journey.

This is a brand-new role to co-lead and to co-manage the Centre with and alongside the Centre's Facilities & Operations Manager. Together, and on behalf of the Board, you will help shape the Centre's plans and deliver these alongside, with, and as part of the Centre's team of six contracted staff, sessional staff, and volunteers.

About the role

This is a senior, hands-on role reporting to the Wolves Lane Consortium board who hold the 25-year lease for the Centre. On their behalf you will lead on optimising the Centre's value as a vibrant community asset, and the new buildings in particular as an income generator to support the Consortium's vision, growth and sustainability.

You'll be responsible for marketing, promoting, and managing the Centre's spaces for community, commercial and private hires, generating a significant net contribution to offset the Centre's overall costs, and curating events that engage and inspire the communities it serves.

This role is outward-facing and customer-focused, ensuring that visitors, hirers, and audiences enjoy excellent experiences while helping to grow the Centre's reach and reputation. You will work closely with the Facilities & Operations Manager to deliver a seamless, compliant, and inspiring Centre offer.

You will co-lead and motivate the Centre team through a people management approach that fosters a culture of ambition, collaboration, care, and success.

We're looking for someone who:

- Is highly motivated by our purpose and this role, proactive, creative and solutions-focused — with a “can-do” attitude.
- Brings strong experience in the marketing and promotion of venue and events, and in events curation
- Can co-lead and inspire a team of staff, sessionals and volunteers
- Has excellent practical knowledge of customer standards and customer service
- Is highly organised, great with budgets, and able to prioritise effectively in a busy, hands-on environment.
- Is passionate about, and with experience in, community engagement, sustainability, and making a positive difference and impact.

Why Join Us?

Wolves Lane Centre is entering an exciting phase of development. This role offers the opportunity to help shape a thriving community hub, grow its reach and impact, and make a real difference to the people and communities it serves.

How to apply

To apply please send your CV with a covering letter that responds to the following four questions, the answers to which will inform your progression to the next stage. In answers that are no more than a couple of paragraphs please let us know:

⇒ **1. *Why are you interested in working for Wolves Lane Consortium?***

We're keen to understand your motivation to work with Wolves Lane Consortium. Please be specific about what appeals to you – whether it's our purpose, our values, the opportunities we offer, or something else that resonates with you.

⇒ **2. *What do you understand about the role you have applied for?***

We're keen to understand your motivation for this role. Please share your insights on the span of work you think you might be involved in and what you envision your day-to-day activities and interactions could look like

⇒ **3. *What specific technical skills, strengths, experiences, and character do you have that in your view would enable you to excel in this role?***

Your response will enable us to understand a little more about what you've done and who you are,

Your completed covering letter, addressing the questions above, and your cv should be sent to:

jobs@wolveslane.org

Your completed application should be submitted to arrive no later than: Thursday 28th August

Interviews scheduled to take place: To be finalised | During period Wednesday 3rd September to Tuesday 9th September .

Role Profile Venue Hires and Events Manager

Role Purpose

This is a senior, hands-on role at Wolves Lane Centre, responsible for marketing, promoting, and managing the Centre's spaces for community, commercial and private hires; setting Centre-wide customer standards; generating a significant net contribution to the Centre's overall costs, and curating events that engage and inspire the communities it serves.

You will work closely with the Centre's Facilities & Operations Manager to ensure the Centre's offer is in demand, high customer satisfaction and fulfils the role's intended purpose. Together with the Facilities & Operations Manager, you will also develop and deliver a Community Engagement Strategy & Action Plan that amplifies the Centre's reach and supports its mission as a vibrant community hub.

You will always act as an ambassador for the Wolves Lane Consortium and Centre, demonstrating the desired values and behaviours, and earning trust and respect

Key Relationships

- Wolves Lane Consortium Board (reporting and strategic input)
- Facilities & Operations Manager (close collaboration)
- WLC staff team including volunteers
- Ubele CIC (Consortium co-managing steward and tenants of new office space) and Ubele's Black Rootz initiative (tenants of growing spaces)
- Community, commercial and private hirers; business associations; community organisations, groups and their members; event attendees; value-stakeholders

Key Responsibilities & Accountabilities

Leadership & Management

- Lead the venue hires and events function in a way that values and involves the whole team, contributes to the Centre's sustainability, and enhances its reputation as a community asset.
- Alongside and together with the Facilities & Operations Manager to support the Board in developing, and refreshing, the Centre's strategic, business and annual plans,
- Alongside and together with the Facilities & Operations Manager, to pursue the delivery of the Centre's strategic, business, and annual plans
- Together with the Facilities & Operations Manager to co-develop and then to lead the implementation of a Community Engagement Strategy & Action Plan that animates the Centre's spaces, strengthens community ties, and attracts diverse audiences.
- Motivate and inspire the team to deliver exceptional customer service and community engagement.

Venue Hires

- Develop and implement a Board-approved Hires Policy, ensuring alignment with the Centre's values as both a community and income-generating asset.
- Create and implement a Marketing & Promotions Strategy to maximise usage of the Centre's spaces (including hall, learning space, courtyard) by community, private and corporate clients.
- Generate significant income from hires, meeting or exceeding agreed budget targets while maintaining excellent standards and relationships.
- Manage the full lifecycle of hires, from enquiry to confirmation, ensuring bookings run smoothly, invoices are issued promptly, and payments are secured in advance.
- Act as the primary contact for hirers, providing tours, advice, and on-site presence for key bookings or events as needed.
- Ensure effective use of the space-rental software, platforms, optimising functionality and user experience.

Events & Community Engagement

- Curate and deliver an ongoing programme of community-focused events, co-curated with target audiences, that increase awareness, footfall, and engagement with the Centre.
- Conduct proactive outreach to stakeholders, communities, and potential partners to promote the Centre and its offer.
- Ensure that events reflect the Centre's ethos of sustainability and inclusivity.

Customer Experience

- Set centre-wide customer and visitor service standards applicable to all areas, facilities and services, ensuring these comply with all regulatory and health & safety requirements, and are consistently applied and visible.

Key Competencies & Attributes

- Strong sales, marketing, and customer service skills with a track record of meeting income targets.
- Experience managing hires and events ideally in a multi-use or community venue.
- Excellent organisational skills and attention to detail.
- Ability to lead and motivate teams, including staff and volunteers.
- Excellent interpersonal and communication skills, with a collaborative approach.
- Resilience, creativity, and ability to work in a dynamic, hands-on environment.
- Commitment to sustainability, community engagement, and the Centre's mission.

Qualifications & Experience

Essential

- Proven experience in venue and event management, marketing, or sales in a comparable environment.
- Strong understanding of customer service and operational standards.

- Experience managing budgets, contracts, and booking systems.
- Ability to develop and implement policies, plans, and strategies.
- Understanding of community needs and ability to engage diverse audiences.

Desirable

- Experience in a community-focused, horticultural, & / or environmental organisation.
- Knowledge of sustainable and climate-friendly operations.
- Familiarity with safeguarding, licensing, and compliance requirements.

August 25