

# LOWRY

## RECRUITMENT PACK

[THELOWRY.COM](http://THELOWRY.COM)

# ABOUT US

Lowry is a registered charity (No: 1053962) committed to using visual and performing arts to enrich the lives of everyone around us – and those of our staff and volunteers too.

Working together as one team, we present audiences with a diverse programme of theatre, opera, musicals, dance, music, comedy and visual art as well as events and activities to expand the horizons of audiences and artists alike.



**At the heart of our work is a commitment to our local communities and young people. Tapping into the work on our stages and in our galleries, we offer thousands of free creative participation opportunities each year - nurturing new talent and developing creative professionals of the future.**

**So if that feels like something you want to be a part of.. read on!**





# VISION, MISSION AND VALUES

## OUR VISION WHY WE'RE HERE

A city where the benefits of creativity are felt by the many not the few.

## OUR MISSION HOW WE DO IT

Empower people from all backgrounds to experience culture on their own terms.

## OUR VALUES WHAT WE BELIEVE IN

We believe creativity is an undeniable force for good and has the potential to change people and places for the better. That's why our three pillars of People, Place and Potential are at the heart of everything we do.

### 1. PEOPLE IN IT TOGETHER

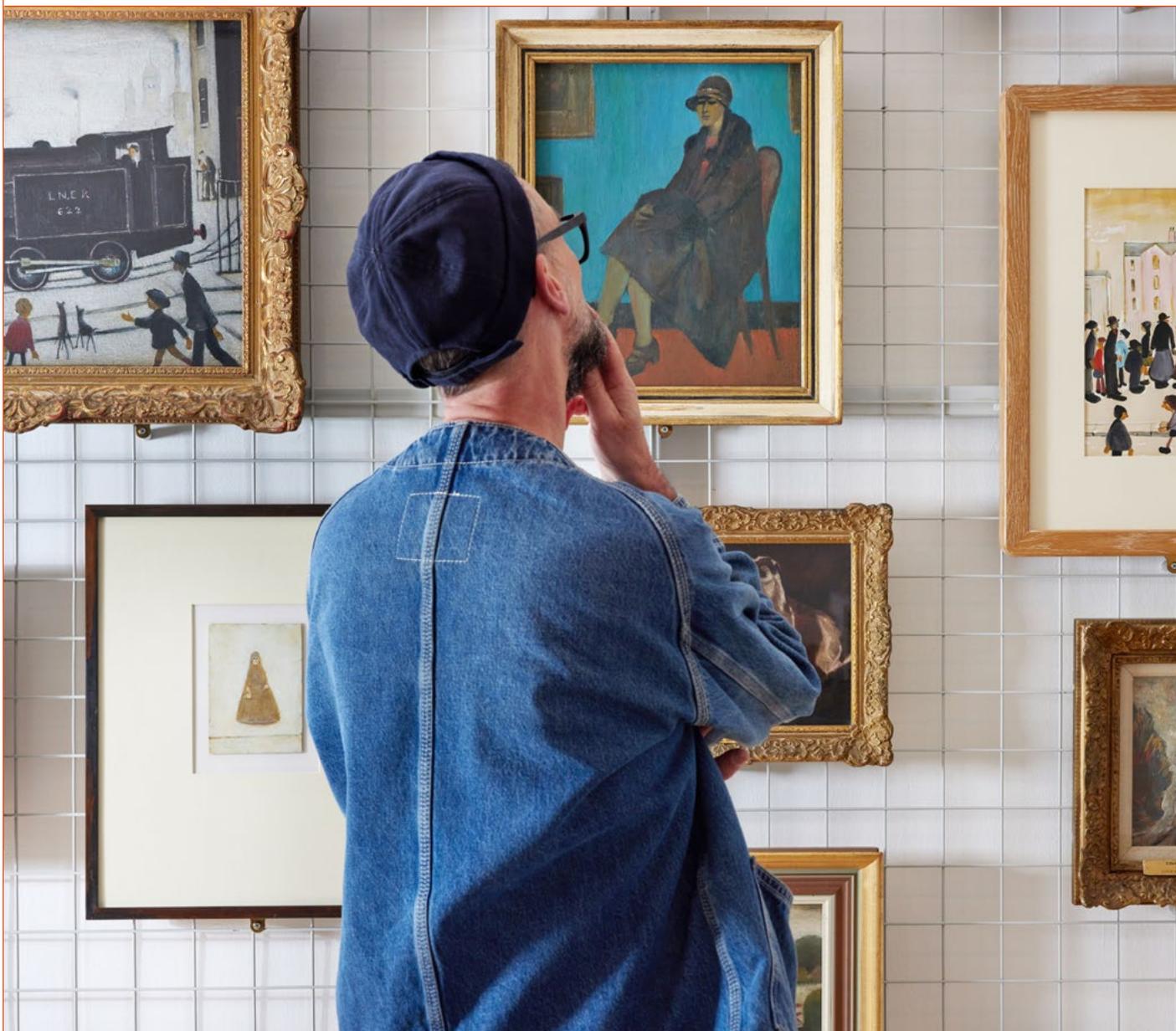
We are here for the people of Salford – supporting local communities, nurturing talent and creating a programme as diverse and open minded as our city itself.

### 2. PLACE MAKE IT COUNT

We are here to put creativity to good use, making a positive impact, socially and economically, on our communities, our city, our region, the UK and beyond.

### 3. POTENTIAL UNLOCK CREATIVITY

We are here to find ways to share the benefits of art and creativity further and wider, unlocking its potential for more people, in more places, in more ways.



## HOW DO WE FUND OUR WORK?

As a not-for-profit organisation, and registered charity, all profit is ploughed back into our work. Whether you've bought a ticket to a performance, given an online donation, eaten in Lowry Bar & Kitchen, bought a gift in our shop, or simply had a drink at the Coffee Shop, you've helped support our charitable aims.

We receive just 6% of our income from public funds – Arts Council England and Salford City Council. The remaining income is generated from box office sales, commercial activities and fundraising. Our development team generates income from Charitable Trusts & Foundations, individual membership schemes (including Friends and Patrons) as well as from companies through our Quay Club Membership and corporate sponsorships.



# ATTRACTION AND RECRUITMENT

Lowry is committed to creating an inclusive workforce by reflecting and representing the diversity of Salford and the UK.

We want to attract the broadest range of talented people to be part of Lowry – whether that is to work in our creative or support roles.

We particularly encourage applications from the following two people groups who are currently under-represented in our workforce and in the wider performing and visual arts sector; those people who experience racism and marginalisation, including those from African, Caribbean, North African, LatinX, South Asian, East Asian and South East Asian heritage and their diasporas, those who are disabled, Deaf and neurodivergent or have long-term health conditions.

Candidates who identify as people in one or both of these groups and who demonstrate in their application that they already meet all of the essential criteria in the person specification can opt to be considered as part of Lowry's guaranteed interview scheme. If you are invited to interview we'll ask you about any adjustments you may need, and if you are offered a role with us we will talk to you about any reasonable adjustments required to create a working environment where you will be supported to perform at your best.

To ensure fairness and to enable us to process your application through our shortlisting exercise, we ask that you remove all personal details (such as name, age, location, ethnicity, marital status etc) from your CV and covering letter before uploading. This reduces the risk of any potential bias during our recruitment process and ensures that all shortlisting is based on skills, experience and suitability for a role. Thank you for your understanding.

To find out about any opportunities to work for Lowry please visit our [vacancies page](#).

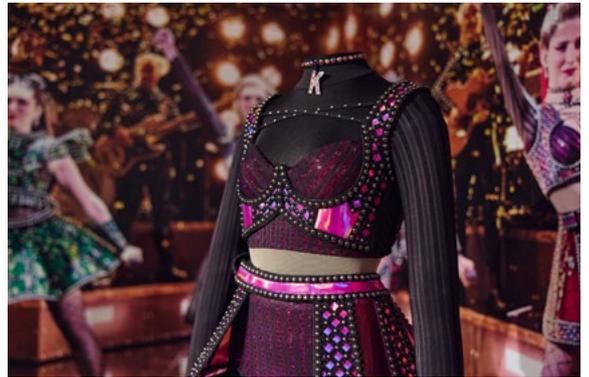
# OUR ROLES HAVE A NUMBER OF STAFF BENEFITS INCLUDING:

Complimentary and discounted theatre and live event tickets

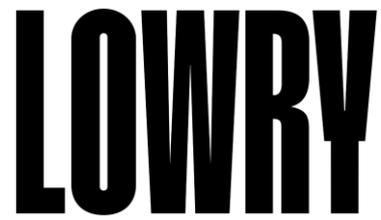
Free car parking just a few minutes' walk from the Lowry building

Generous annual leave entitlement and a paid day off for your birthday!

Discounts at Lowry bars, restaurant and gift shop



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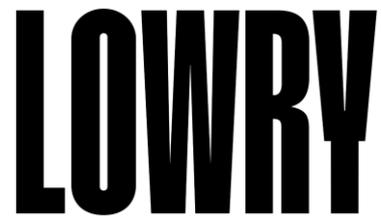


## JOB DESCRIPTION

Post Title: Conference and Events Sales Coordinator  
Department: Conference and Events  
Reports to: Head of Conference and Events  
Contract Type: Full time, 37.5 hours / 5 days  
Salary: £28,386 per annum plus staff benefits

## JOB PURPOSE

To maximise revenue across Lowry's conference and hospitality facilities through the effective sales and co-ordination of conferences and events, weddings, and Christmas parties. The role works closely with the Head of Conference & Event Sales and internal departments to deliver exceptional client experiences and successful events.



## MAIN DUTIES AND RESPONSIBILITIES

- Provide clear and accurate information on Lowry's facilities and services to prospective and existing clients, identifying their needs effectively.
- Manage and respond to all enquiries as part of the sales team, maintaining accurate records within the booking system (Artifax) and associated databases.
- Conduct client site visits for both sales and logistical purposes and attend relevant planning meetings
- Complete all administrative tasks, including the creation of client files, filing event documentation, and processing event invoices.
- Liaise with clients ahead of events to confirm final details, amendments, and specific requirements.
- Produce weekly event sheets and circulate them to all relevant internal departments and clients to ensure efficient communication and preparation.
- Work closely with the Event Duty Managers to ensure they have upto date, accurate information regarding event setup and operations.
- Support the co-ordination and administration of internal room bookings.
- Collaborate effectively with teams across Lowry to ensure the highest quality experience for all visitors and customers.
- Promote and comply with legislation and Lowry's policies on equal opportunities and health and safety in both service delivery and the treatment of others
- Identify and undertake training and development as required to meet personal and business needs.
- Undertake any other reasonable duties commensurate with the level of the position to ensure the smooth running of Lowry.

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CRITERIA	ESSENTIAL	DESIRABLE
SKILLS/ABILITIES	<p>Excellent communication and interpersonal skills, with the ability to relate with a wide cross section of people; external clients and suppliers and internal colleagues and departments</p> <p>A commitment to excellent customer care</p> <p>Excellent organisational and time management skills</p> <p>Attention to detail when compiling event sheets</p>	<p>Demonstrate the ability to solve problems quickly and creatively, working under own initiative</p>
KNOWLEDGE		<p>An active interest in event and hospitality trends and innovations</p>
EXPERIENCE	<p>Experience in conference and event sales, coordination, or venue-based customer service, or relevant experience in a similar role within hospitality, events, or commercial services.</p>	
QUALIFICATION		<p>Event or Hospitality qualification</p>
OTHER REQUIREMENTS	<p>Computer literate including Microsoft Office</p> <p>An understanding and empathy of Lowry's core functions</p> <p>A flexible and adaptable approach to fulfilling the duties of the post</p>	<p>Knowledge of Artifax Event</p> <p>Knowledge of Excel</p> <p>Knowledge of PowerPoint</p>