



Corporate Events Director

THE COMPANY:

fabric is the UK's leading electronic music and entertainment business. Since opening in 1999, the team's relentless focus on presenting high-quality music in a striking setting has made fabric one of the world's most revered late-night music venues. fabric has 4 times been voted #1 Club in the World and has welcomed over 7 million patrons in the 20 years. In November 2001 fabric launched its eponymous record label, which now boasts some 246 releases and has sold over 3 million units, and in more recent years the business has expanded to a wider range of artist releases as well as events around the world – across four continents in 2019.

ROLE AND RESPONSIBILITIES

We are looking for an experienced Corporate Events Director who can work with the team to maximize our non-club revenue streams, particularly by identifying and selling corporate, private and branded midweek events at the venue. Successful candidates will have strong relationships with key potential corporate partners and/or intermediaries (eg agencies) looking to book exceptional events, and have a track record of developing new and repeat business selling venues, production and events.

Depending on individual skill set and background, there is the potential to expand this role towards building out a commercial team to include brand partnerships and licensing revenue streams.

You will be expected to:

- **Lead corporate and branded event booking**
 - Refresh the corporate package offer and ensure it remains competitively positioned over time
 - Develop a strong, proactive sales approach; identify potential venue rental clients / intermediaries and build a database of new contacts and companies
 - Effectively sell dry and wet hire event packages to clients, agencies and private individuals
 - Shape a competitive events calendar to ensure the optimal balance of commercial gain and midweek artistic programming, managing varied stakeholders interests

PERSONAL AND PROFESSIONAL QUALIFICATIONS

- 4+ years relevant experience in corporate events booking, commercial development and/or private event sales, management and execution
- Strong sales track record of proactively generating new business leads and converting into bookings
- Good commercial understanding; ability to set and manage budgets
- Entrepreneurial, creative and ROI-focused mindset
- Organised, prioritised and structured approach to project management
- Excel capability essential