

# Candidate Pack

**Commercial &  
Events  
Manager**

# Want to do something amazing?

Open Door is one of Merseyside's most dynamic and progressive independent charities committed to shaping change in mental health. Based in Birkenhead, we deliver a holistic and creative programme of services that support the wellbeing and mental health of young people and families, using innovation, arts and culture as catalysts for change.

All our programmes are free of charge and we have no waiting lists; we are committed to providing free, fast and effective mental health support at the point that people need it most. Our beneficiaries join our organisation as 'members' and can access a wide range of services including workshops, activities and individual support. Our offer is engaging and versatile, providing choices that aren't available through conventional mental health services.

**open door** 

We apply creativity and innovation to everything that we do; our services are led by a dynamic team of staff and trained peer mentors who, using their own personal experiences and a range of effective tools and programmes, support individuals through to better times.

We have two main sites in Birkenhead, and over the past 14 years have grown to become one of the largest independent providers of talking therapies in Merseyside and one of the most progressive organisations of our kind in the UK.

We were awarded the Queens Award for Voluntary Service in the 2019 Honours List, the Investing in Volunteers Chartermark in 2019 and most recently we were named as a winner of the prestigious Kings Fund x GSK Impact Awards for our excellent work in health and wellbeing.

Open Door is all about empowerment, culture and opportunity. Not only do we offer support services for our members, but we also provide our local community with a creative and social space, Bloom Building. From Bloom, we offer hot-desking, workshops, tenancies and more. We host art exhibitions, an eclectic events programme and a network of cultural and health partners who work together with Open Door to co-create a vibrant programme of activities for new and existing members, taking mental health support out of traditional, clinical models and into the heart of engaging, non-stigmatising arts and culture.

Our organisational values are:

- Human
- Fire
- Visionary
- Professionalism







# Our vision

What we hope to achieve in the longer term

Together our members, mentors and staff transform cultures around mental health. The times when we need support become moments of meaningful change. We all have opportunities to connect with brilliant people, transformative tools, and inspirational places.

## Our mission

Why we are here and what we do

Open Door exists to shape meaningful change in mental health. We create inclusive communities, joyful places and evidence-based programmes that empower people to be mentally well. What we do first-hand in Merseyside, we share with others, inspiring change across the UK.

Creativity and shared experience is at the heart of everything we do; we innovate, we collaborate, and we push for lasting change.

## Our future

Open Door Charity has been through a significant period of development over the past three years; we've taken on new projects and commissioned services supporting families and care experienced young people, we've significantly grown our staff and volunteer team and operate from two main sites in Birkenhead. We have established a robust senior leadership team, governed by a strong board of trustees and have just passed our 14th anniversary. We have some exciting projects in the pipeline and now is a great time to join the Open Door Charity to help us on the next stage of our development.

In our most recent staff survey, our team reported:

**100%**

of staff feel valued  
by their manager.

**100%**

of staff feel they are  
part of a supportive  
team and have good  
working relationships.

**100%**

of staff feel positive  
about the work they  
are doing at Open  
Door.

## A place to develop

Open Door Charity strives to be the best job you ever have. We understand that when we recruit passionate, driven and ambitious people we won't be the last stop in your career journey. We are committed to ensuring your time with us is as transformational and developmental as it can be for the charity and for your personal and professional development.

The ways we achieve this include:

- Access to networking events within the third sector and beyond
- Access to training opportunities within your role
- Regular one to one meetings with your line manager

“ODC is in a hugely exciting place.

We have been in the world for 14 years, delivering a dynamic and holistic package of services that are helping set the tone nationally in how mental health can be supported, where the mental health conversation sits and the power of deep human connection and collective experiences to bring about tangible change in peoples lives.

We have large scale commissioned projects which we now deliver independently and alongside regional and national partners, and are pressing ahead with creating what we believe will be the most progressive and spectacular wellbeing and creativity environment in the UK - Joy.

To achieve all of this we need the best people to come on board, so have focused efforts and resources in recent years on creating a workplace which is exciting, challenging and fun to be in, gets the best out of its people, supports one another and has the achievements of our people's purpose front and centre in our approach.

We will do everything we can to make this the best job you will ever have. We look forward to hearing from you.”

**Lee Pennington – Charity Director**





# Job description

Role: Commercial & Events Manager

Working pattern: Full time 37.5 hours per week

Location: Bloom Building, Birkenhead and Joy, Birkenhead

Contract type: Permanent\*

Salary: £32,000

\*Dependent on a successful 6-month probationary period, demonstrating ODC values and excellent execution of responsibilities.

Other benefits:

- 25 days annual leave (pro rata) excluding bank holidays, plus annual Christmas shutdown
- Weekly staff yoga
- Opportunity to take part in quarterly team away days
- Cycle to work scheme
- Wellbeing support available
- Free eye tests



# Role Overview

The Commercial & Events Manager will line manage front of house and hospitality staff, foster a positive and values-led team culture, and lead relationships with café and bar partners to ensure a joined-up, high-quality experience for everyone who comes through Joy's doors.

As a key presence within the building, you will oversee the end-to-end planning and delivery of events, taking responsibility for visitor experience and acting as the lead point of contact on event days. You will play a central role in shaping and delivering Joy's commercial events programme, helping to build a vibrant, inclusive and financially sustainable offer across the building. Working at the intersection of culture, community and commerce, you will develop a compelling programme of events and hospitality activity that supports Joy's ethos while contributing to its long-term sustainability.

You will lead on commercial events strategy, sales and income generation, managing the full events pipeline from initial enquiry through to delivery. Working closely with Directors and cross-site colleagues, you will identify new audiences, formats and opportunities, and support the growth and evolution of Joy's commercial offer over time.



# Main Duties and Responsibilities

## Front of House, Hospitality & Staffing

- Line manage front of house staff and chefs, ensuring teams are well-supported, appropriately resourced and aligned with Joy's values.
- Oversee staffing levels and support recruitment, induction and development of hospitality staff as the offer grows.
- Foster a positive, inclusive and professional team culture across front of house and hospitality functions.

## Event Planning, Delivery & Visitor Experience

- Oversee the end-to-end planning and delivery of commercial events, working closely with Operations and Programming colleagues.
- Take responsibility for the overall visitor experience during events, ensuring Joy feels welcoming, inclusive, safe and well-run.
- Act as the lead point of contact on event days, managing issues as they arise and supporting teams to deliver confidently.

## Commercial Events Strategy & Programming

- Lead on the development of Joy's commercial events programme, shaping a compelling and diverse events offer across the building.
- Set, manage and work towards agreed event and hospitality income targets, contributing to the financial sustainability of Joy.
- Work with Directors to plan the growth and evolution of Joy's commercial offer, identifying new formats, audiences and opportunities over time.

## Events Sales, Pipeline & Income Generation

- Manage the events sales pipeline from initial enquiry through to confirmed booking and delivery.
- Build strong, values-aligned relationships with promoters, hirers, partners and clients, encouraging repeat business and long-term collaboration.
- Identify and develop commercial opportunities linked to other activity on site, including programming, partnerships, hires and wider Open Door activity.
- Develop partnership opportunities from Open Door's network and the wider community

# Main Duties and Responsibilities

## Cafe & Bar Partnership

- Lead on the relationship with café and bar partners, ensuring the offer aligns with Joy's ethos, values and visitor experience.
- Act as the main liaison between Open Door and café partners, supporting collaboration, communication and smooth day-to-day operation.
- Work with partners to develop the café and bar offer over time, responding to audience needs, events activity and feedback.

## Cross-Team Working & Site Support

- Work collaboratively with Programming, Operations, Access and Member Experience teams to ensure a coherent and joined-up offer across Joy.
- Support Programming activity by identifying opportunities where commercial events and programme can complement and strengthen one another.
- Provide hands-on support across the site team where required, particularly during busy periods or major events.

## Review, Learning & Development

- Monitor and review the performance of events and hospitality activity, using insight and feedback to improve future delivery.
- Keep up to date with trends in events, hospitality and cultural venues, bringing new ideas and approaches into Joy.
- Contribute to wider thinking around Joy's long-term sustainability, reputation and role as a joyful community space.

# You will be a great fit if...

## **You have this experience:**

- Experience line managing front of house, hospitality or events staff, including supporting recruitment, induction and development.
- Experience working in events, commercial programming, hospitality or venue management, with responsibility for planning and delivering live events.
- Experience generating income through events, hires or hospitality, including working towards agreed financial targets.
- Experience managing an events sales pipeline, from enquiry and relationship-building through to delivery.
- Experience working with external partners, promoters or hirers, building strong and values-aligned relationships.

## **You have these skills:**

- Strong organisational and project management skills, with the ability to oversee multiple events and priorities at the same time.
- Confident and personable communication skills, able to build trust with clients, partners, audiences and colleagues.
- Commercial awareness, with the ability to identify opportunities, balance income generation with values, and deliver value for money.
- Problem-solving skills and the ability to remain calm and decisive in busy, live-event environments.
- An eye for detail and a strong commitment to delivering excellent visitor experience.
- Comfortable using systems to manage bookings, schedules, staffing and event logistics.

# You will be a great fit if...

## **You demonstrate these behaviours:**

- Proactive and self-motivated, taking ownership of events and commercial activity from idea to delivery.
- Collaborative and flexible, with a willingness to support colleagues and contribute to a joined-up site offer.
- Calm, resilient and adaptable, particularly during busy periods and live events.
- Values-led, with a genuine commitment to inclusion, access and creating welcoming spaces.
- Creative and curious, with enthusiasm for testing new ideas and evolving Joy's offer over time.
- Passionate about Open Door's mission and excited by the opportunity to help shape Joy as a joyful, sustainable community space.

# Any questions, get in touch

Email us:

[vacancies@opendoorcharity.com](mailto:vacancies@opendoorcharity.com)



Registered with  
**FUNDRAISING  
REGULATOR**

We are committed to having a diverse workforce and promoting equality, however, this is a work in progress, and we know we still have a way to go. We value and respect all differences in all people (seen and unseen) and we aspire to inclusive working experiences and an environment that reflects the communities we serve, where our people have equal access to opportunities, their voices are heard and they can contribute to our future.

We actively encourage applications from care leavers, BAME and LGBTQ+ candidates, those from lower socio-economic backgrounds, and those with a disability. If you are called for interview and have any accessibility requirements, please let us know.

To register your interest, please send a copy of your CV, completed equality & diversity form and cover letter outlining how you meet the requirements through to [vacancies@opendoorcharity.com](mailto:vacancies@opendoorcharity.com).

**We look forward to hearing from you!**





[www.opendoorcharity.com](http://www.opendoorcharity.com)

Registered charity no. 1189664