

Function:	Sodexo Live!
Position:	Senior Event Programming Manager – Maternity Cover
Job holder:	N/A
Date (in job since):	
Immediate manager (N+1 Job title and name):	Cathrine Monaghan – Head of Marketing
Additional reporting line to:	
Position location:	Fulham Pier, Craven Cottage, London/Fulham Green Office

1. Purpose of the Job – State concisely the aim of the job.

The Senior Event Programming Manager is responsible for developing and delivering an engaging, commercially successful programme of ticketed events and experiences spanning culture, music, entertainment, family, sport, food, wellbeing and more, creating reasons for people to visit, return and engage with London's newest riverside destination, Fulham Pier.

The role will lead the creation of an audience-led events calendar that balances creativity, quality and innovation with clear commercial objectives, driving destination footfall, repeat visitation, customer satisfaction and profitable revenue growth. The Senior Event Programming Manager will own the performance of the programme, maximising opportunities to generate revenue, increase incremental food and beverage spend, improve space utilisation and deliver measurable commercial returns.

Working closely with the Fulham Pier Event Programming Manager and wider venue teams, the role will ensure programming decisions support Fulham Pier's wider placemaking ambition, creating memorable experiences that strengthen the destination's identity, grow audiences and establish Fulham Pier as a vibrant cultural and social hub.

The successful candidate will bring a proven track record of developing and delivering programmes that grow audiences, enhance visitor experience and unlock commercial opportunities through events, partnerships and activations. They will be experienced in curating diverse programmes, managing budgets, negotiating partnerships and evaluating performance against attendance, engagement, revenue, profitability and customer insight measures.

Using audience data, sales performance and behavioural insight, the Senior Event Programming Manager will continually refine the programme strategy to increase customer loyalty, encourage repeat visitation and contribute to Fulham Pier's long-term commercial and placemaking goals.

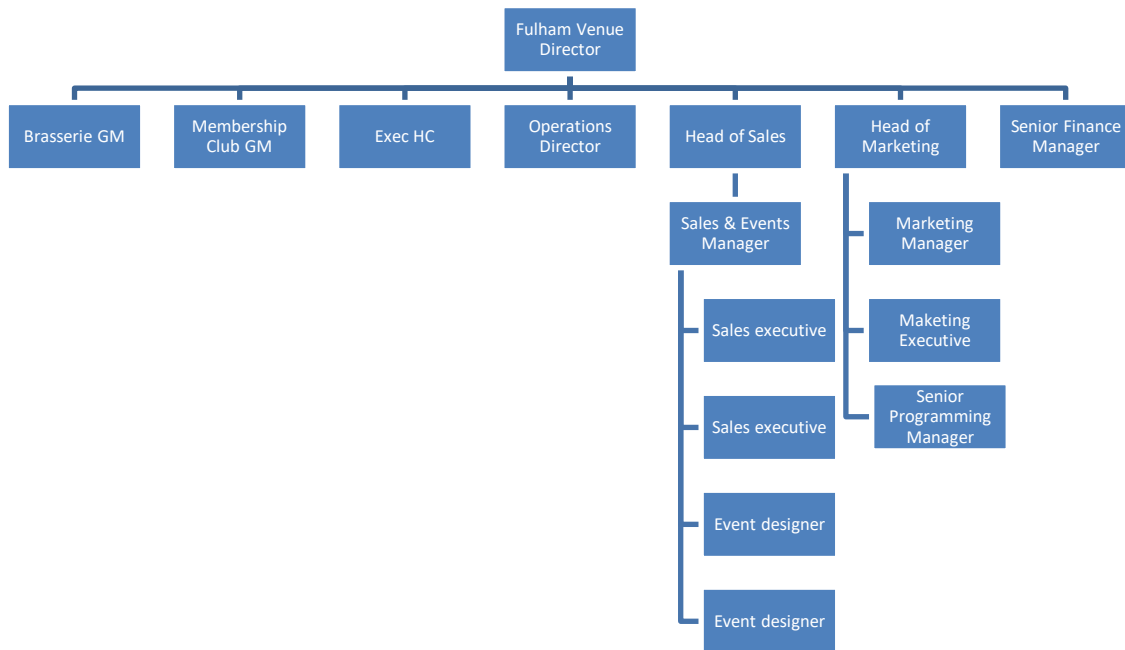
The role will identify opportunities to maximise the use of spaces across the destination, building strong relationships with promoters, suppliers, sponsors, brands and partners to create commercially attractive propositions that deliver value for audiences, partners and Fulham Pier.

As a leader, the Senior Event Programming Manager will be collaborative, approachable and commercially minded, able to communicate a clear programming vision, influence stakeholders and ensure events are delivered to the highest operational and customer experience standards.

2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

Revenue FY26:	n/a	EBIT growth:	n/a	Growth type:	n/a	Outsourcing rate:	n/a	Region Workforce	tbc
		EBIT margin:	n/a						
		Net income growth:	n/a			Outsourcing growth rate:	n/a	HR in Region	Katie Pollington

3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



4. Context and main issues – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

- Fulham Pier is a new riverside destination that brings together culture, entertainment, hospitality, sport, food and community experiences. The Senior Event Programming Manager will play a central role in establishing Fulham Pier as a vibrant, year-round destination by developing a programme that attracts audiences, drives repeat visitation and delivers sustainable commercial value.
- The key challenge is creating a programming strategy that balances creativity and audience appeal with commercial performance. The role will be responsible for curating experiences that strengthen the Fulham Pier brand, increase destination footfall, maximise the use of available spaces and deliver against revenue, profitability and customer experience objectives.
- The Senior Event Programming Manager will need to understand changing audience behaviours, cultural trends and commercial opportunities to develop a diverse programme of events including live entertainment, cultural experiences, immersive activations, talks, workshops, food and wellbeing experiences and brand partnerships.
- Success in this role depends on the ability to translate creative ideas into commercially viable programmes, ensuring every event delivers against attendance, engagement, revenue, profitability and long-term placemaking objectives. The role will use customer insight, sales performance and event data to continuously improve programming decisions and grow audiences.
- The role also requires strong partnership management, working closely with the FFC programming team, internal stakeholders, promoters, artists, suppliers, sponsors and brands to create commercially attractive propositions that enhance the visitor experience and increase Fulham Pier's profile within the London market.

5. Main assignments – Indicate the main activities / duties to be conducted in the job.

Strategic Programming & Destination Development

- Develop and deliver Fulham Pier's creative programming strategy, creating a distinctive calendar of events that supports commercial placemaking objectives.
- Curate a diverse programme across culture, music, entertainment, family, sport, food, wellbeing, talks, workshops and brand activations.
- Identify emerging trends, audience opportunities and new creative concepts that increase visitation and strengthen the destination proposition.
- Ensure programming reflects audience insight, customer behaviour, market trends and Fulham Pier's brand identity.
- Build a programme that encourages repeat visitation, increases customer loyalty and supports long-term destination growth.
- Act as an ambassador for Fulham Pier and Sodexo Live within the London market, representing the venue, its values and commercial ambitions.

Commercial Performance & Revenue Growth

- Deliver a commercially successful events programme that achieves revenue, profitability and attendance targets.
- Take ownership of programme performance, ensuring events generate profitable returns and contribute to wider business objectives.
- Identify opportunities to maximise revenue through ticketing strategy, pricing, sponsorship, partnerships, hospitality and incremental food and beverage spend.
- Manage event budgets, ensuring proposals are commercially viable and aligned with financial targets.
- Maintain a strong understanding of venue operating costs, margins and resource requirements.
- Produce accurate revenue forecasts, monitor performance against budget and identify risks and opportunities.
- Complete post-event analysis and reporting, using insight to improve future programming and profitability.
- Maximise utilisation of venue spaces by developing programmes that support occupancy and commercial objectives.

Partnerships, Audience Growth & Commercial Relationships

- Build and maintain strong relationships with promoters, artists, producers, suppliers, sponsors and commercial partners.
- Negotiate fees, contracts and commercial terms to ensure value and sustainable partnerships.
- Develop partnership opportunities that increase brand exposure, audience reach and commercial return.
- Work closely with marketing, commercial and partnerships teams to maximise event performance and promotional opportunities.
- Lead audience engagement strategies that grow awareness, attract new visitors and strengthen customer relationships.
- Use customer insight, attendance data and feedback to shape future events and improve the visitor experience.

Guest Experience & Operational Excellence

- Create high-quality experiences that deliver exceptional customer satisfaction and reinforce Fulham Pier as a destination people want to return to.
- Foster a collaborative and inspiring team environment that supports high performance and excellent service delivery.
- Work closely with the wider venue team to ensure events are planned and delivered safely, efficiently and consistently.
- Oversee event coordination across teams, ensuring responsibilities, timelines and operational requirements are clearly communicated.
- Liaise with Event Managers to identify venue requirements, logistical considerations and operational needs.
- Ensure appropriate event documentation, including method statements, risk assessments and compliance requirements, are completed.
- Support continuous improvement of event delivery processes, communication methods and operational standards.
- Provide guidance and support to the Events Coordinator, ensuring event planning and execution runs smoothly from concept through delivery.

Reporting, Insight & Continuous Improvement

- Produce accurate and timely performance reporting covering attendance, customer engagement, revenue, profitability and operational delivery.
- Share insights and recommendations with senior stakeholders to support future programming decisions.
- Monitor customer satisfaction and audience behaviour to improve event quality and commercial outcomes.
- Contribute to Fulham Pier's wider destination strategy through data-led recommendations and programming innovation.

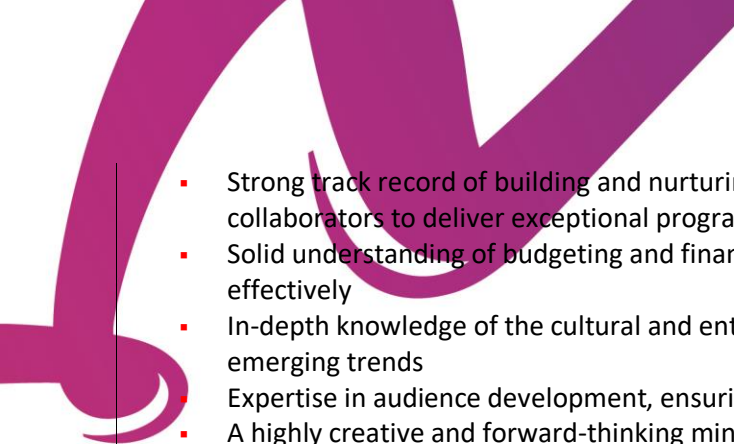
6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

Achievement of:

- Event sales conversion rate
- Customer satisfaction
- Delivery of events within budget
- Growth in attendance and footfall
- Team engagement and performance
- Revenue and profit targets

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

- Proven experience in a dynamic and innovative creative programming environment

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- Strong track record of building and nurturing relationships with artists, content providers, and collaborators to deliver exceptional programming
 - Solid understanding of budgeting and financial processes, with a keen eye for managing resources effectively
 - In-depth knowledge of the cultural and entertainment sectors, with a passion for staying ahead of emerging trends
 - Expertise in audience development, ensuring broad engagement and visibility
 - A highly creative and forward-thinking mindset, always seeking innovative solutions and fresh ideas
 - Exceptional team player, with experience collaborating across multiple stakeholders to bring ideas to life
 - Deeply attuned to the creative sector, with particular expertise in audio, visual, and creative industry
 - Outstanding business relationship skills, adept at building long-lasting, positive partnerships
 - Extensive knowledge of the London events market, with an understanding of key players, venues, and trends
 - Expert negotiation skills, capable of securing the best terms and delivering win-win outcomes

8. Management Approval – To be completed by document owner

Version	1	Date	22/03/2026
Document Owner	Ashley Hewlett		

9. Employee Approval – To be completed by employee

Employee Name		Date	
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