

Job description

Job Title:	Event Sales Manager
Reports to:	Commercial Manager
Direct Reports:	Wedding and Event Assistant, casual event and stewarding staff
Hours:	40 hours per week 5 over 7 (includes evenings and weekends)
Salary:	£28,000 per annum, time off in lieu and great benefits

Purpose of the Job

The Event Sales Manager has the overall responsibility of proactively increasing revenue via sales and increasing awareness of Shuttleworth as a venue for hire by utilising platforms to maximise sales. Manages the sales, development, and planning of all commercial events, private hires, corporate bookings, filming days and land hire, plus any other income generation across the Shuttleworth site, as set by the Commercial Manager.

Further, the Events Sales Manager manages the booking process, planning and delivery of all commercial events, private hires, corporate bookings, filming days and land hire. Create sales promotions, sets sales goals and maintains positive guest relations. Recognise marketing opportunities by analysing customer requirements, surveying local demand, evaluating competitors' strengths and weaknesses and collecting, analysing, summarising data and trends. Working within a team supporting each other as required.

Job Functions

Supervisory

- Leading team briefings, manage junior staff and supplier relationships
- To supervise/manage commercial events, private hire, corporates, filming and land hires
- Ensure the delivery of events as per the client/managers requirements

Financial and Sales

- To create and manage a sales strategy for commercial events
- To increase sales and revenue income
- To meet and exceed sales targets as set by the Commercial Manager
- To ensure the profitability of commercial events during the budget, costing and sale process
- To upsell add-ons for all functions, to include food, beverage, accommodation and venue space

Operational

- To manage the sales and planning of commercial events/bookings across the Shuttleworth site including developing, producing and delivery in conjunction with front of house teams
- To attend commercial events where required (including evenings and weekends) to assist and ensure seamless delivery, excellent customer service and high standards
- To ensure the safe planning and delivery of commercial events, undertaking and monitoring risk assessments where relevant
- To work in partnership with the external catering partners and Shuttleworth departments
- To take part in team briefings as required
- To undertake show rounds with flexibility to meet client requests
- To liaise with suppliers and caterers, and to advise clients on available options
- To support the other department where and when possible

Planning

- To develop and plan the commercial events program
- To manage own diary and time, meeting the demands for venue hire enquiries, show rounds and the planning and delivery of commercial events.

Administration

- To communicate with all relevant departments at Shuttleworth to ensure commercial event plans are operationally feasible
- To respond to all commercial event enquiries in a professional manner to maintain the reputation of Shuttleworth
- To liaise with customers and suppliers

Relationships

- To communicate event details clearly and in a timely manner to other departments
- To ensure smooth relationships with internal and external teams
- To represent the Shuttleworth Trust with stakeholders, contractors and funders

Budgets and Resources

- Reduce operational costs and maximize resources while maintaining standards of products and services

Policies and Procedures

- Comply with Health and Safety legislation
- Comply with GDPR legislation
- Adhere to organisational policies
- Develop and maintain policies and procedures that support and deliver departmental objectives

Personal Responsibilities

- Demonstrate personal integrity in all day to day interactions with colleagues, working as a positive influence and role model, acting with professionalism and tackling challenges in a pragmatic and collaborative manner to bring staff and volunteers along with changes and developments
- Protect the reputation of the Trust.
- Maintain professional levels of confidentiality commensurate with the role

Hours and Physical Conditions

40 hours per week, 5 days over 7, to include evenings and weekends.

Mainly office based with homeworking options.

This is a description of the job at present. The above is not intended to be a comprehensive list of key responsibilities or duties. Other related duties may be required from time to time. It is the practice of the Trust to periodically review job descriptions and to update them to ensure that duties relate to the job then being performed. It is our aim to reach agreement to reasonable changes following consultation. However, if agreement is not possible, the Trust reserves the right to make reasonable changes after consultation.

Selection Criteria

CRITERIA	STANDARD	E/D	EVIDENCE
Qualifications	<ul style="list-style-type: none"> • Event Management • Sales 	D D	Certificate Certificate
Work Experience	<ul style="list-style-type: none"> • A minimum of 3 years in the Events and Sales industry, preferably at a senior level. 	E	Job History
Skills and Knowledge	<ul style="list-style-type: none"> • In depth knowledge of the event industry • Event Planning • Good written and verbal communication • Excellent customer service • Proficient in the use of Microsoft Word, Excel, and Outlook. 	E E E E E	Job History Job History Job History Job History Job History
Aptitudes	<ul style="list-style-type: none"> • Good record of attendance and punctuality • The ability to work unsupervised • Flexible to work evenings, weekends and extended hours. 		