

Job Title: Sales and Events Assistant
Date: December 2022
Accountable to: Commercial Events Manager
Location: Albemarle St, London
Contract type: Permanent 35 hours per week, flexible work pattern
Salary: From £23,750 per annum

Job Purpose

The Sales and Events Assistant is an exciting role which will play a key part in growing and supporting the venue hire business - securing vital commercial income to the charity, through the sales and delivery of first-class events.

The post holder will be responsible for the entire life cycle of events, from enquiry and conversion, to planning and delivery, working alongside colleagues to ensure clients have a high-quality experience in the beautiful Grade I listed venue.

Main responsibilities of the role

- Answer enquiries via email and phone in a timely manner.
- Respond to general client enquiries and questions, ranging from initial enquiries to negotiation and event co-ordination questions, maximising upselling opportunities to meet income targets.
- Host site visits to showcase the venue, secure bookings and assist with planning of events.
- Work with selected clients / smaller events as the main point of contact to organise and deliver events that are, safe, successful and well-executed, and exceed customer expectations through the full event lifecycle.
- Ensure completion of accurate administration and data capture on the CRM system (Salesforce) as per departmental procedures to ensure correct and detailed capture of information, prompt payment of invoices, raising of credit notes and accurate customer records
- Work collaboratively with catering providers, contractors, and Ri colleagues to deliver high quality experiences as per clients' plan
- Liaise with external suppliers on bookings, event requirements and information, and invoicing processes.
- Undertake general administration for the events team, including forward planning of the events diary, calendar management and collating event details.
- Support with market research and sales analysis, to continually improve performance ensuring the Ri remains competitive
- Be an ambassador for the work of the Ri

General responsibilities applicable to all staff

- Understand and support the vision, mission and aims of the Ri.
- Maintain awareness of your own and others' Health and Safety and comply with the Ri's Health and Safety policy.
- Adhere to and champion the Ri's policy and practices on Safeguarding.
- Adhere to comply with all Ri policies relating to the Data Protection Regulations 2018

- Encourage team working and effective communication with colleagues.
- Act as a representative of the Ri and deal with Ri customers, stakeholders, and the public in a professional manner at all times.
- Comply with Ri financial policies and practices as applicable.
- Undertake other responsibilities as may be reasonably requested of your post.

Skills, experience and knowledge	
Essential (E) Desirable (D)	
• Experience with or understanding of events sales or delivery	E
• Some experience working in events/hospitality/visitor attractions/multi-use venues	E
• Excellent communication and customer service skills	E
• Excellent administration and organisational skills	E
• Experience of using CRM software, specifically Salesforce	D
• Working knowledge of Microsoft Office (Including Outlook, Excel, Word, PowerPoint and Teams) with a willingness to learn and use new systems	E
• Knowledge of / passion for working within heritage/charity / not for profit sectors	D
• Strong understanding of the Ri's mission and activities	D
Qualifications	
• GCSE Math and English at A to C which sufficiently demonstrate the numeric and written skills required.	E
• Educated to A level standard (or equivalent qualifications)	D
Personal Attributes	
• Excellent interpersonal skills with proven ability to work collaboratively.	E
• Excellent time management and organisational skills to prioritise various job demands.	E
• Able to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail.	E
• Positive "can do" attitude and willingness to support others where needed.	E
• Ability to multi-task and work in a fast-paced environment.	E
• Flexible to work early mornings, evenings and weekends as and when required	E

Notes:

The work will involve working flexible hours, including early mornings, evenings, and occasional weekends

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works.