

Job Title:	Sales and Events Assistant
Date:	April 2025
Accountable to:	Senior Sales & Events Manager
Location:	Albemarle St, London
Contract type:	Permanent, 35 hours per week, flexible work pattern
Salary:	c£27,500 - £30,000 pa (dependent on experience)

Job Purpose

This is a crucial role within our venue hire team and plays a key part in growing and supporting the Ri's commercial arm, securing vital income through the sales and delivery of first-class events.

The successful post holder will be responsible for responding to customer enquiries, administrative support and delivery of the full event management life cycle for smaller client events, everything from enquiry and conversion, to planning and execution, ensuring clients have a high-quality customer service experience in our beautiful Grade I listed venue.

Main responsibilities of the role

- Answer customer enquiries via email, web enquiry, and phone in a timely and professional manner.
- Respond to general client enquiries and questions, ranging from initial enquiries to event co-ordination and negotiation, maximising opportunities to upsell and meet income targets.
- Host site visits showcasing the Ri, secure bookings and assist with the planning of any venue hire events.
- Act as the main point of contact for selected clients on smaller events to organise and deliver events that are well planned and executed, and a commercial success in line with health and safety. Strive to exceed customer expectations throughout the full event lifecycle.
- As part of the venue hire team, support with the delivery of colleague's events, providing shift cover to host the opening or closing of events.
- Ensure the completion of accurate administration and data capture on the Ri's Client Relationship Management system (Salesforce), to ensure the logging of correct management information and the prompt processing of invoices and credit notes.
- Work collaboratively with catering providers, contractors, and Ri colleagues to deliver high quality experiences as per client plan.
- Liaise with external suppliers ensuring bookings are correct and in line with client specifications.
- Undertake general administration for the events team, including forward planning of the venue hire diary, calendar management and Salesforce reporting.
- Support market research and sales analysis, to continually improve the Ri's venue hire business.
- Act as an ambassador of the Ri, with a view to increasing service provision

General responsibilities applicable to all staff

- Understand and promote the Ri's corporate strategy including its' vision, mission and values.

- Encourage collaborative working and effective communication with colleagues.
- Help achieve EDIA organisational goals and promote diversity and inclusion at the Ri.
- Act as a representative of the Ri and deal with customers, stakeholders and the public in a professional manner. Create connections with other organisations to deliver exciting events and boost the profile of Ri.
- Comply with Ri financial and other policies and practices, as applicable, including Health & Safety, Safeguarding and GDPR.
- Undertake other responsibilities as may be reasonably requested by team or line manager.

Skills, experience and knowledge	
Essential (E) Desirable (D)	
• Experience with or exposure to event sales, planning or delivery.	E
• Excellent customer service skills demonstrated through experience of working in events/hospitality/visitor attractions/multi-use venues.	E
• A knowledge of or willingness to learn about the London events market.	E
• Excellent administration and organisational skills.	E
• Experience of using Client Relationship Management software, specifically Salesforce.	D
• Working knowledge of Microsoft Office (Including Outlook, Excel, Word, PowerPoint and Teams) and a willingness to learn and use new systems.	E
• Knowledge of / passion for working within heritage/charity or science sectors.	D
• Strong understanding of the Ri's mission and activities.	D
Qualifications	
• Educated to A level standard (or equivalent qualifications)	D
• GCSE Maths and English at A to C which sufficiently demonstrate the numeric and written skills required.	E
Personal Attributes	
• Excellent interpersonal skills with proven ability to work collaboratively.	E
• Excellent time management and organisational skills managing the competing demands of the role.	E
• Able to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail.	E
• A positive "can do" attitude and willingness to support others where needed.	E
• Ability to multi-task and work in a fast-paced environment.	E
• Flexibility to work early mornings, evenings and weekends, as and when required (Time off in Lieu given)	E

Notes: This role 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.