

Job Title:	Sales and Events Manager
Date	May 2022
Accountable to:	Head of Commercial Events
Location:	Albemarle St, London
Contract type:	Permanent 35 hours per week, flexible work pattern
Salary:	£34,911 per annum, increasing to £36,364 on passing probation

Job Purpose

The Sales and Events Manager is an exciting new role and will play a key part in growing the venue hire business at a time of change - 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 duties of the role

- Answer enquiries via email and phone in a timely manner, ensuring conversion targets are met
- Liaise and negotiate potential sales, maximising upselling opportunities to meet income targets and contribute to business plan objectives
- Confidently lead site visits to increase bookings and staff briefings to ensure safe, successful and high quality events
- Work with clients to organise and deliver events that are well-executed and exceed customer expectations
- Provide effective account management of high profile new and existing clients to grow revenue and increase repeat bookings
- Oversee the administration and data capture on the CRM system (Salesforce) to ensure prompt payment of invoices, credit notes and accurate customer records
- Work in partnership with the catering providers, contractors, and Ri colleagues to deliver high quality experiences to plan
- Conduct market research and sales analysis, to continually improve performance ensuring the Ri remains competitive
- Represent the Ri at networking events and venue showcases where appropriate to advertise the venue, obtain new clients and develop relationships with peers and competitors
- To work with the Head of Commercial Events to manage social media and digital content with internal and external stakeholders to increase venue profile and attract new customers,
- Work with the Head of Commercial Events to maintain processes and procedures to streamline operations and continual improvement
- Support the Head of Commercial Events in the day-to-day operations of the department, problem-solving, supervising and mentoring Sales and Events Assistants where needed
- Support the Head of Commercial Events in contributing content for marketing and advertising purposes

- To support the Head of Commercial Events, in developing and managing effective relationships with industry partners, suppliers, partners and event agencies to enhance the venue's offer to clients and raise its profile
- 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 duties as may be reasonably requested of your post.

Skills, experience and knowledge

Essential (E) Desirable (D)

• Minimum 2 years' venue/event sales experience with a good understanding of the sales cycle, from enquiry and conversion, to upselling and invoicing	E
• Minimum 2 years' practical event management experience	E
• Track record of achieving team/personal targets	E
• Experience of account management	E
• Outstanding communication and customer service skills	E
• Excellent administration and organisational skills	E
• Strong relationship building and networking skills, both internally and externally	E
• Use of CRM software, specifically Salesforce	D
• Experience of managing social media platforms and knowledge of digital marketing	D
• Line management experience (or willingness to develop this skill in future)	D
• Skilled in using data to inform decision making	D
• Knowledge of working within charities and multi-use venues	D
• Passion for working within heritage/charity sectors	D

Qualifications

• Educated to A level standard (or equivalent qualifications) which sufficiently demonstrate the numeric and written skills required.	E
• Completed, or working towards, an events management or sales related qualification.	D
• First Aid trained	D

<ul style="list-style-type: none"> • Personal Licence holder/knowledge of licensing 	D
Personal Attributes	
<ul style="list-style-type: none"> • Excellent interpersonal skills with proven ability to work collaboratively. 	E
<ul style="list-style-type: none"> • Able to find pragmatic solutions, seek improvements, and adapt to changing situations. 	E
<ul style="list-style-type: none"> • Able to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail. 	E
<ul style="list-style-type: none"> • Positive “can do” attitude and willingness to support others where needed. 	E
<ul style="list-style-type: none"> • Ability to multi-task and work in a fast-paced environment. 	E
<ul style="list-style-type: none"> • Working knowledge of Microsoft Office (particularly Outlook, Word, Excel and PowerPoint), with a willingness to learn and use new systems. 	E
<ul style="list-style-type: none"> • Willingness to work occasional evenings and weekends 	E

Notes:

The work will involve working out of office 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.