

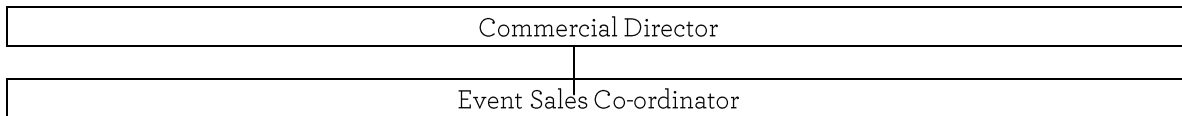
The BREWERY

DEPARTMENT Event Sales

JOB TITLE Event Sales Co-ordinator

RESPONSIBLE TO Commercial Director

ORGANISATIONAL CHART:



MAIN JOB PURPOSE

Primarily providing administrative support for the Event Sales team at the Brewery, the Co-ordinator role is pivotal to the successful running of the venue, and involves a variety of functions, liaising with colleagues, clients and suppliers.

PRINCIPAL ACCOUNTABILITIES

1. To produce and collate event documents for the sales team, including but not limited to proposals, contracts, function sheets, floor plans and invoice letters.
2. Manage internal communications on behalf of the sales team, ensuring that all event instructions reach each department.
3. Source, manage and instruct suppliers to provide event resources for the clients of the venue, working to quarterly revenue and profit targets for these resources.
4. Co-ordinate the requirements and logistics for large scale exhibitions taking place at The Brewery, liaising with clients, couriers and suppliers.
5. Support the sales team with research projects to identify new business targets and carry out marketing campaigns.
6. Work with all departments to audit processes, review standards and advise on performance improvement where appropriate.
7. Provide support to the Wedding & Private Events Planner at the venue, assisting with enquiry handling, prospective client venue visits, pre-event logistics and any other administrative elements of the planning and event delivery process.
8. Support the Commercial Director with the production of team and management reports on a weekly basis.

9. Develop a thorough understanding of the Brewery product, to advise future clients on the best solutions for their event (e.g. food and beverage choices, AV and theme requirements).
10. Ad-hoc sales and marketing duties, including client entertaining, attending networking events and exhibitions, and menu tastings as required by the Commercial Director.

COMPETENCIES:

- ❖ Attention to detail
- ❖ Time Management
- ❖ Enthusiasm
- ❖ People skills
- ❖ Pro-active nature
- ❖ Forward Planning

Promotional prospects

Event Sales Executive
Senior Event Sales Manager
Business Development Executive

This job description covers the main areas of duties and responsibilities of an Event Sales Co-ordinator. It is not exhaustive and the duties and responsibilities may change from time to time in line with business needs.

Please sign and date in acknowledgement of this job description.

Name

Signature

Date

Person Specification

QUALIFICATIONS/ EXPERIENCE

The ideal candidate will display passion and drive for the events industry and have some event sales experience, i.e. in a venue or events company. Alternatively they must have a good degree and demonstrate suitable transferable skills from previous employment roles.