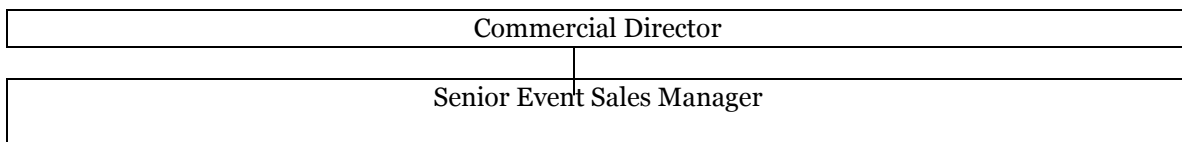




DEPARTMENT Event Sales
JOB TITLE Senior Event Sales Manager
RESPONSIBLE TO Commercial Director

ORGANISATIONAL CHART:



MAIN JOB PURPOSE

The successful candidate will be responsible for managing the sale of large event space to new and existing customers of The Brewery. Once business has been converted, the candidate will act as an account manager for their client, completing all the planning and logistical work required to deliver the events.

PRINCIPAL ACCOUNTABILITIES

1. To effectively sell the largest event space at The Brewery, The Porter Tun, by liaising with clients on a re-active basis with a view to winning business for the venue.
2. To take ownership of an event from the first point of enquiry, through the sale process, managing the planning, handing over to the Operations team on the day of the event.
3. To analyse the profitability of each event enquiry, and conduct pricing and contract negotiation to ensure the best possible yield on The Brewery's event space.
4. To host clients for site visits, menu tastings, event logistics meetings and other on and offsite hospitality to win business and develop account relationships.
5. To be fully conversant with the revenue and profit targets of the business, and work with the other senior members of the team to ensure that these targets are reached and exceeded.
6. To develop a thorough understanding of the various services offered by The Brewery, in order to support clients in as much of the event planning as possible (e.g. food and beverage choices, AV and theme requirements).
7. To identify any opportunities for the development of existing accounts and to work alongside the pro-active sales team to look to increase business from key clients.
8. To produce, distribute and manage all the administrative paperwork for each event, with

responsibility for the briefing of all suppliers and departments.

9. To offer advice and guidance to the junior members of the sales team, supporting the Commercial Director in assisting and supervising their development where required.
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:

- ❖ Target Driven
- ❖ Good Time Management
- ❖ Leadership
- ❖ Drive for results
- ❖ People skills
- ❖ Pro-active nature
- ❖ Attention to detail
- ❖ Creativity

Promotional prospects

Corporate Sales Manager
Business Development Manager
Senior Business Development Manager
Head of Event Sales
Head of Event Planning
Head of Business Development
Creative Director
Commercial Director

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

Person Specification

QUALIFICATIONS/ EXPERIENCE

The ideal candidate will display passion for the events industry and have 3+ years relevant events experience, i.e. in a venue, caterer or agency. Ideally they will be educated to degree level, have worked within a sales environment, and demonstrate suitable transferable skills from previous employment roles.