

Evaluation Date	25 th May 2015
Grade	7

JOB DESCRIPTION

Job Title:	Events Sales Manager	Reports to:	Manager
Department:	Customer Operations	Location:	EICA Ratho
Work Pattern:	Full time, working 5 days/week over 7	Contract Status:	

BACKGROUND

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by:

welcoming all,
each one of us **caring** about what we do,
being **passionate** about how we do it,
and feeling **proud** of what we achieve

JOB PURPOSE

To promote and sell EICA as a premier events venue. Retain existing custom and build relationships with new prospects to develop and maximise income opportunities.

KEY RESULT AREAS

Key Responsibility	Estimated time spent (%)
1. Develop a range of bespoke events package including pricing & events standards, to suit the needs of a wide and varied custom whilst taking into account existing users.	20%
2. Actively network and promote EICA as a premier destination to host events, maximising income and increasing usage	30%
3. Build and maintain relationships with key clients and partners to ensure customer retention and continued growth in our events business <ul style="list-style-type: none"> a. Liaise with our partnered promotional agencies to ensure they deliver leads etc. as per the contractual agreement b. Regularly attend trade shows or other sales vehicles to build the profile of EICA c. Manage key account relations throughout their event experience d. oversee high profile events acting as event liaison for the duration of the event 	20%
4. Monitor and evaluate the performance of events at EICA, ensuring that: <ul style="list-style-type: none"> a. Appropriate records are kept and a current events database is maintained b. Invoicing and financial procedures are completed accurately 	10%

<ul style="list-style-type: none"> c. Post event feedback is gathered , successes shared and learning point incorporated into future working arrangements d. Preparing regular financial, sales and usage reports to EICA manager. 	
5. Prepare the annual events sales plan taking into account key fixed events, budget targets and delivery resources.	10%
6. Lead and develop the bookings supervisor; provide them with the appropriate support, guidance and feedback, to enable them to do their job effectively.	10%

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	Bookings Supervisor
Salary bill for all staff reporting:	<£20K
Responsibility for finance and level of financial control:	There will be a small marketing budget to utilise An annual event income target will be set. Income expectations circa £200k
Responsibility for Physical Resource:	PC, phone and associated personal equipment Makes recommendations for purchase/hire of events associated items. This could be several thousand pounds per event
Responsibility for Data and Information:	Use of events booking system Create accurate income and usage performance reports for events. Responsible for the event/client database Handling sensitive business information including pricing and other business performance information You will maintain client confidentiality including promotional embargoes where appropriate. Employee information

GUIDELINES AND EXPECTATIONS

Authorities & Limitations
<p>Within the remit of the role you will be expected to make and also influence a range of sometimes complex decision making. You will be able to refer to the facility manager for advice and support:</p> <ul style="list-style-type: none"> • The events at EICA can result in national and international coverage and may have a political context you should be aware of the approvals required for any such arrangements. • Event Standards: you will define the event requirements and standards (through consultation) and ensure that they are understood by the operational and catering teams, providing feedback to ensure all events are delivered to standard and as agreed by any SLA or contract arrangement. • KPI's: you will agree the appropriate measurements with your manager, then monitor and analyse the business performance information – providing feedback and recommendations to improve the events programme. • Budget: you will be responsible for attracting new income and retaining existing income levels relating to events. You will also be responsible for ensuring that the impact of events are analysed against other income streams and make recommendations to your manager. • Product and Programme Development: You will be responsible for managing our overall event product offering including secondary spend opportunities, working with our site staff to ensure that all event products are fit for purpose and tested to our standards • Work with the marketing and research teams to ensure our products & services are adequately marketed including our social media interaction and presence. • Keep abreast of events developments, market forces and the prices of our competitors • work with Hotels and other accommodation outlets to develop accommodation packages & benefits that support EICA's events activity

- You will be responsible for communicating event information to all your colleagues on site, including liaising with the delivery teams
- Work with other EL colleagues, such as our Catering Manager or our Funding team, to capitalise on events sales opportunities.

You will be expected to refer any unusual decisions to your Manager, such as:

- a) Pricing for a class 'A' event (high value/profile).
- b) Any unique events which have not been delivered previously
- c) Major festivals or concerts

Communication & Representing The Organisation

By the nature of this sales role you will be expected to communicate regularly with the following stakeholders: venue manager, site teams, marketing, external suppliers and customers. You will build and maintain a network of business contacts within the industry to enhance EICA-Ratho's profile.

You will have to demonstrate the following skills:

- Well-developed personal communication skills through a wide range of delivery mechanisms e.g. giving presentations to large groups and representing Edinburgh Leisure both nationally and internationally
- Represent EICA – Ratho & Edinburgh Leisure at any other external events
- Proactively build relationship and ensure you understand the needs of your customers
- Sales and negotiating skills, the ability to close deals
- Providing feedback in a positive and constructive manner, e.g. to help others to implement the event standards
- Influencing and persuading others to follow a particular course of action, giving direction and using coaching skills as required
- A high standard of written communication – e.g. performance reports or updates on events, standards, customer feedback and key changes
- Lead meetings as required to progress work tasks
- Consult with staff and partners following events to ensure an effective debrief, learning and improvement for future events.

Safeguarding Our Customers

You will ensure that our event facilities, equipment and services are certified, maintained to a high standard and are fit for purpose.

Take an active role in the duty of care to yourself, your team, the facility and customers. Don't interfere with any equipment designed to preserve life. Take action to fix or report any potential hazard.

- Understand and fulfil your role (following training) in:
- Edinburgh Leisure's Health and Safety policy
- Edinburgh Leisure's Child Protection policy
- Your venue's Emergency Action Plan (EAP)
- Your venue's Normal Operating Plan (NOP)

Conduct the relevant of risk assessments in preparation for hosting events you should have an understanding of

- Licensing requirements
- Safety Certification
- Event agreements
- Event organisers/contractors compliance

Problem Solving
<p>Plan and prepare the annual events plan to ensure a wide mixture of events so EICA can penetrate different market segments. Prepare your own schedule and plan how and where you will conduct your event sales activity.</p> <p>This post requires the ability to think on your feet, creating solutions to problems and working with a ‘can do’ approach in the pursuit of excellent customer experience. You will need to be creative so you can develop innovative and unique selling opportunities.</p> <p>You will be expected to analyse business performance information to identify strengths and weaknesses and support the Manager to improve the performance of their event offering. Prepare cost benefit analysis when considering future sales opportunities, identify the blockers to growing our business and develop creative solutions to barriers to event bookings.</p> <p>Consider the conflict between accepting new events, the impact on existing programmes or activities, and ensure that the usage and income targets are off-set (met or exceeded). It is essential to balance the needs of current business against the requirements of attracting new customers.</p>

Impact On Organization
<p>You are a key ambassador of EICA brand ensuring positive internal and external PR, raising recognition of EICA as a primary events venue. You will often have contact with our industry specialists, stakeholders and governing bodies</p>

JOB DEMANDS	
Physical	<p>This is an office based job based with EICA. The building however is large with a variety of meeting/event space available. You will be required to show clients around the facility which involve walking and travelling up/down a large number of stairs (a lift is available)</p> <p>You will be expected to work during major events to ensure the venue is meeting the customers & client’s expectations.</p> <p>You are expected to get involved in a “hands on” basis with some requirement to assist with events and other EICA activity.</p>
Mental	<p>You should be able to plan most of your work (especially event work), however, you will need to deal with conflicting deadlines and determine what the priority is.</p> <p>You will need to react positively to changing demands and adapt your working day to meet the needs of the business particularly where interruptions are out with your control and regular.</p> <p>You will need to manage several ongoing event requests at the same time ensuring multiple projects are delivered to standard and on time.</p>
Emotional	<p>You will be expected to develop positive relationships with clients to retain their business over the long term, you may will need to be resilient and stay focused to turn sales leads into bookings. You may occasionally need to deal with an upset or angry customer/staff.</p>
Environmental	<p>This job is based at EICA – Ratho which is not served by public transport</p> <p>There may be some requirement to travel to other EL or external venues for meetings as required.</p> <p>There will be a requirement to travel to meet clients and corporate customers which may include national travel for related conferences and networking/benchmarking meetings.</p>

PERSON SPECIFICATION

Factor	Essential (minimum to do the job)	Desirable (an indication of what a fully competent person will have)
Qualifications and Attainments:	Degree level or equivalent level of education or working experience in a related discipline, such as hospitality. Working experience in the hospitality industry, with a proven track record of increasing events income and successful delivery.	Evidence of continuing professional development
Knowledge and Experience:	<p>Knowledge and expertise events/leisure industry technical and operational practices, such as:</p> <ul style="list-style-type: none"> – Event Organisation – Financial Control <p>Knowledge of events industry best practice and legislative requirements, and evidence of delivering this within an organisation</p> <p>Significant evidence of successful events sales and account management</p> <p>Experience of customer negotiations and completing sales</p> <p>Evidence of delivering a high standard of customer service</p> <p>Evidence of established professional networks, which they use to influence the number of sales they have made</p>	<p>Experience of combining a sporting offering with events packages</p> <p>Staff supervisory experience</p>

Additional Requirements (e.g. competencies):	<ul style="list-style-type: none"> • Refer to Essentials behavioural standards framework
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DISCLOSURE/PVG REQUIREMENTS
Basic Disclosure

I have read and understand this job description and I am clear about what is expected of me in this job.

Signed Date