



## Job Description: Sodexo Live!

Function:	Sales
Position:	<b>Sales Office Manager</b>
Job holder:	N/A
Date (in job since):	N/A
Immediate manager (N+1 Job title and name):	Head of Operations
Additional reporting line to:	Head of Sales Stadia and Account Manager
Position location:	Headingley Stadium

### 1. Purpose of the Job – State concisely the aim of the job.

We are seeking a driven and ambitious Events Sales Office Manager to lead our dynamic team in a prestigious sports venue.

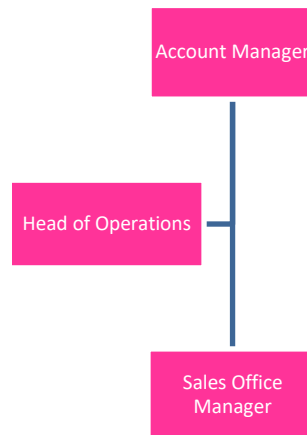
This role is pivotal in delivering exceptional event experiences while maximising non match day sales opportunities. The ideal candidate will possess a strong background in event management, excellent communication skills, team management, and proficiency in industry-standard software programs.

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### 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

- C&E Revenue - disclosed at interview
- Number of venues – 1
- Geographic Region – Leeds
- Number of direct reports – 4
- YOY growth number of enquiries –5%
- YOY growth conversion of enquiries –20%
- YOY growth spend per head –5%

**3. Organization chart** – Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



**4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

- **Team Leadership:** Manage and mentor a team of four, fostering a collaborative and high-performance culture. Conduct regular team meetings to set goals, provide feedback, and ensure alignment with venue objectives.
- **Sales Strategy Development:** Develop and implement innovative sales strategies to attract and retain clients for various events, including corporate functions, private parties, and sports-related gatherings.
- **Client Relationship Management:** Build and maintain strong relationships with clients, understanding their needs and ensuring exceptional service throughout the event planning process.
- **Event Coordination:** Oversee all aspects of event planning and execution, from initial inquiry to post-event follow-up, ensuring seamless operations and high-quality experiences.
- **Budget Management:** Prepare and manage event budgets, ensuring profitability while delivering outstanding value to clients.
- **Program Proficiency:** Utilise industry-standard software and tools (e.g., CRM systems, event management software) to streamline processes, track sales, and manage event logistics effectively.
- **Market Analysis:** Stay informed about industry trends and competitor offerings to identify opportunities for growth and improvement.
- **Reporting and Analysis:** Generate regular reports on sales performance, client feedback, and event outcomes to inform strategic decisions and enhance future initiatives.
- **System and CRM Use** – Salesforce and Priava knowledge and experience of these systems would be advantageous.

- **5. Main assignments** – Indicate the main activities / duties to be conducted in the job.

1. **Communication Skills:** Effective verbal and written communication is essential for building relationships with clients, vendors, and team members. Clear communication helps ensure everyone understands their roles and responsibilities.
2. **Organizational Skills:** The ability to manage multiple tasks and events simultaneously is crucial. This includes planning, scheduling, and coordinating logistics to ensure smooth event execution.
3. **Negotiation Skills:** Strong negotiation abilities are important for securing contracts, managing budgets, and obtaining favourable terms with vendors and clients.
4. **Customer Service Orientation:** A focus on client satisfaction is vital. Understanding client needs and providing exceptional service can lead to repeat business and referrals.
5. **Problem-Solving Skills:** The ability to quickly address and resolve issues that arise during the planning and execution of events is essential for maintaining a positive experience for all stakeholders.
6. **Leadership and Team Management:** Leading a team effectively, motivating staff, and delegating tasks are important for ensuring that everyone works towards a common goal.
7. **Technical Proficiency:** Familiarity with event management software and CRM tools is necessary for efficient planning and tracking of events.
8. **Financially Astute:** Understanding financial aspects, including profit calculators, budgeting and cost control, is crucial for ensuring events are profitable and within financial constraints.
9. **Creativity:** Innovative thinking is important for designing unique and engaging events that stand out and meet client expectations.
10. **Attention to Detail:** A keen eye for detail ensures that all aspects of an event are considered, from logistics to aesthetics, contributing to a successful outcome.

- **6. Accountabilities** – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

- Ensure that the onsite sales team are living the sales values and demonstrating these to venue clients.
- Establish account development plans for key clients to understand the overall value and business potential for the business.
- Understand, utilise and contribute to the venue business plan document aligning key activity to drive and measure sales.
- Align sales activity with those of the venue client to identify and agree mutually beneficial focus areas and show clear ROI of value in partnership.
- Achieve C&E budget.
- Ensure sales team compliance of all CRM systems.
- Setting and completion of objectives
- Completion of all mandatory training by deadlines
- Ensure health and safety compliance at all times
- Adherence to all SLA's for enquiry handling

**7. Person Specification** – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

1. **Positive Attitude:** A positive outlook fosters a motivating environment, encouraging team members to perform at their best and maintain high morale.
2. **Motivational Skills:** The ability to inspire and motivate the team is crucial for driving performance and achieving sales targets.
3. **Discipline:** A good manager must enforce discipline when necessary, ensuring that team members adhere to processes and standards while maintaining accountability.
4. **Empathy:** Understanding team members' perspectives and challenges helps build strong relationships and a supportive work culture.
5. **Creativity:** Innovative thinking is essential for developing unique sales strategies and solutions to meet client needs.
6. **Transparency:** Open communication about goals, challenges, and expectations fosters trust and collaboration within the team.
7. **Adaptability:** The ability to adjust to changing circumstances and embrace new ideas is vital in a dynamic sales environment.
8. **Goal-Driven Mindset:** A strong focus on achieving targets and driving results helps maintain momentum and direction for the team.
9. **Analytical Skills:** Proficiency in analyzing sales data and market trends enables informed decision-making and strategy development.
10. **Effective Communication:** Clear and concise communication is essential for conveying information, expectations, and feedback to the team and clients.

**8. Management Approval** – To be completed by document owner

Version	1	Date	
Document Owner			

**9. Employee Approval** – To be completed by employee

Employee Name		Date	
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