

Job Description: Event Planner

Function:	Marketing/Sales
Position:	Event Planner
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Regional Marketing Manager
Additional reporting line to:	Sales Manager
Position location:	American Express Stadium

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

- To work with the Marketing & Sales Managers to lead on the planning of non-matchday events
- Support matchday marketing & branding operations both internally and externally
- Manage C&E enquiries to the company standard
- Identify customer needs and provide solutions to match them
- Build working relationships with internal & external clients
- Event planning for self-promoted events from start to finish

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.

- Number of venues – 1
- Geographic Region – Brighton
- Individual KPI's set with line manager to include number of site visits, conversion etc

3. 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.

Matchday Preparation:

- Coordinate with internal and external stakeholders to ensure all event logistics are in place for matchdays – including all marketing collateral.
- Work closely with the retail catering team to ensure all retail catering outlets are fully branded – both internally and externally.

Fan Zone:

- Lead the planning and execution of the launch for the brand-new Fan Zone.
- Develop a comprehensive event plan, including entertainment and food and beverage offerings for non-matchday self-promoted events.
- Collaborate with the club's marketing and communications teams to promote the Fan Zone.

Retail Catering Marketing Support:

- Assist in the development and implementation of marketing strategies to promote retail catering services within the stadium.
- Monitor the effectiveness of marketing campaigns and provide feedback to enhance future initiatives.
- Ensure all branding is correct and up-to-date throughout the kiosks both internally and externally.

Self-Promoted Event Set-Up:

- Plan and execute a variety of self-promoted events, including corporate functions, private parties, and community events.
- Manage event logistics, from vendor coordination to on-site supervision, ensuring a high level of client satisfaction.
- Liaise with the sales team to pull together event details, including security costs and other relevant event details.
- Upload self-promoted events to the ticketing platform.
- Liaise with the Marketing Manager on-site to ensure all self-promoted events are promoted.

Ad Hoc Admin Actions:

- Support the marketing team in executing various promotional activities as needed.
- Support the sales team in event planning where necessary.
- Assist in the creation of marketing collateral, including flyers, social media content, and signage.
- Contribute to brainstorming sessions for new event ideas and marketing strategies.
- Various sales and marketing admin where required e.g. award submissions, etc.

4. 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.

- Coordinate with internal and external stakeholders to ensure all event logistics are in place for matchdays – including all marketing collateral.
- Develop a comprehensive event plan, including entertainment and food and beverage offerings for non-matchday self-promoted events.
- Support the marketing team in executing various promotional activities as needed.
- Support the sales team in event planning where necessary.

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

- Proven track record in Event Management, Marketing, Hospitality, or a related field is preferred
- Minimum of 2-3 years of experience in event planning, preferably within a sports or large venue environment
- Proven track record of managing multiple events simultaneously, from concept to completion
- Strong organizational and project management skills
- Excellent communication and interpersonal skills, with the ability to work effectively with diverse teams
- Creative thinker with a passion for delivering unique and memorable event experiences.
- Proficient in Microsoft Office Suite and event management software
- Ability to work under pressure and meet tight deadlines, especially during peak event times
- Excellent communication verbal & written skills
- Excellent business relationship building skills and understanding of customer needs
- Ability to work under pressure and deliver measurable sales targets
- Excellent time management and organisational skills in order to prioritise various job demands
- Detail focussed with strong event coordination skills

6. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

- Growth, Client & Customer Satisfaction / Quality of Services provided
- Rigorous management of results
- Brand Notoriety
- Commercial Awareness
- Innovation and Change
- Learning & Development
- Employee Engagement

7. Management Approval – To be completed by document owner

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Document Owner:		Approved by:	

8. Employee Approval – To be completed by employee			
Employee Name		Date	