

Function:	Sales
Position:	Event Coordinator & Designer
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Business Development Manager
Additional reporting line to:	Marketing Manager, Head of Premium Services and General Manager Retail & Terrace
Position location:	Brighton & Hove Albion FC

1. Purpose of the Job

- Assist the sales team in achieving annual budgets within the Stadium and The Terrace
- Drive the business forward alongside the Business Development Manager.
- Curate and execute a varied calendar of events within the Stadium and The Terrace which are focussed towards the Public Realm. This includes Ticketed Events, Exhibitions, Private Events and C&E.
- Coordinate food pre-orders for special events such as Father's Day, Mother's Day, The Tunnel Club pop ups.
- Proactively identify sales opportunities within the exhibition market. Including wedding fayres, toy fayres, card memorabilia and other.
- Collaborate with the operational team, coordinate and successfully deliver the events.
- Develop and account manage vital relationships and partnerships with suppliers and clients.
- Focus on community events and building the venue profile.
- Brief the marketing team in a timely manner on upcoming events.
- Responsible for the efficient pricing and planning of all general public events to ensure profit lines are met.
- Be main point of contact with BHAFC Marketing & Fan Events Manager and Events Marketing Executive internally organised fan based events
- Be the lead contact for internal event bookings including board meetings, training events, other as required.
- Lead on key internal events such as Play on the Pitch
- To monitor and maintain consistently high levels of service standards and quality across all areas
- Be proficient in both the CRM system utilising it for event management and reporting
- Have a working knowledge of budgeting and forecasting and understand the costs associated with events
- Ensure business deadlines and targets are met in a timely manner
- Lead the team by example and take responsibility when needed, act with initiative, demonstrate energy and enthusiasm.
- Take accountability and responsibility for delivering required results.
- Maintain personal resilience in all situations.
- Prioritise workloads effectively, plan activities to meet the needs of others. Show attention to detail proactively plan activities and time to minimise reactivity and maintain a sensible work-life balance.
- Ensure company policies and security are adhered to all times

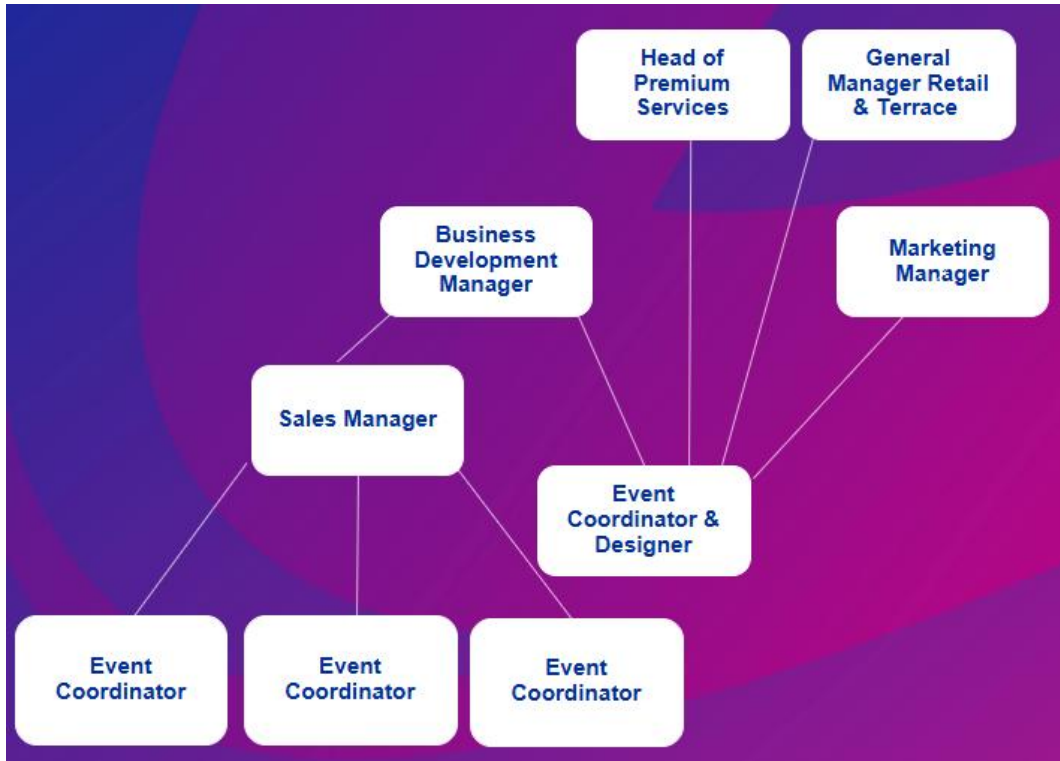
2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

- Manage event budget for special events, ticketed events, exhibitions.
- Events budget delivery
- Successfully achieve Event P&L



Job Description: Sodexo Live!

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.

Commercials & Sales

- Deliver financial targets, ensuring P&L performance is complete and accurate.
- Produce weekly and monthly reports
- Drive revenue growth across Public Realm, Ticketed Events, Exhibitions, Private and C&E.
- Ensure effective cost control through purchasing compliance, supplier bookings and labour control.
- Oversee accurate forecasting and weekly performance reporting, taking corrective action where required.
- Alongside Business Development Manager, create and execute a strategic sales plan and all sales activities
- Ensure service delivery consistently meets or exceeds client expectations.
- Be part of a motivated sales team. Encourage all colleagues to promote events & share within their network.
- Answer enquiries in a timely manner, proactively follow up and secure business.
- Conduct site visits of the venue.



- Grow accounts and actively develop relationships in order to promote the Stadium.
- Be an ambassador for the Stadium, promote the business and make connections.
- Host client events alongside Business Development Manager.
- Attend networking events which are relevant to your role.
- Be professional and maintain excellent relationship with BHAFC, existing clients and prospect opportunities, key stakeholders.
- Drive sales into the venue.
- Adhere to all company values and sales standards of performance including enquiry handling, incoming and outgoing telephone calls, administration and sales approach
- Analyse different market sectors, be knowledgeable of new trends.
- Actively research competitors and benchmark the Stadium.
- Collaborate with the marketing team to ensure maximum exposure on 3rd party websites, OOH, social channels, print advertising and other.
- Carry out any other duties as may be required under the direction of your manager, which is reasonably within your scope and commensurate with your status and duties. Including working some out of normal office hours when required
- Fully participate in team management meetings in order to ensure effective communication is maintained between the teams

Client & Stakeholder Management

- Proactively manage client feedback and implement improvement plans where necessary.
- Maintain regular communication and structured service review meetings.
- Promote a “no surprises” culture in managing client expectations.
- Always behave in a proper and professional manner as a representative of Sodexo Live
- Adhere to Sodexo values, standards and procedures at all points

Health, Safety & Compliance

- Ensure full compliance with company policies, statutory regulations and site rules (including licensing laws).
- Manage H&S requirements in line with COSHH, fire safety, hygiene and risk assessments.
- Work closely with client H&S representatives and ensure Sodexo SEMS systems are utilised effectively.
- Maintain operational standards in hygiene and cleanliness.

Service Excellence & Standards

- Lead by example, demonstrating energy, accountability and resilience.
- Promote a high-performance culture focused on service excellence.
- Ensure operational standards are met on special event days.
- Monitor service performance and customer feedback to drive continuous improvement.
- Maintain detailed operational planning to minimise reactivity
- Ensure all documentation and processes are completed accurately and on time. Including function sheets and trackers.

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



- Drive revenue growth across Public Realm, Ticketed Events, Exhibitions, Private and C&E
- Coordinate guests food pre-orders for special events such as Father's Day, Easter Sunday Lunch and other events.
- Coordinate and complete function sheets for all events within Event Designer control.
- Negotiate deals with suppliers and key stakeholders.
- Maintain relationship with BHAFC for fan-based events including Open Training, Play on the Pitch, Signing Sessions and other.
- Support Business Development Manager with the Venue Business Plan (s)
- Research and analyse target markets, audiences and competitors.
- Attend regular meetings with the Business Development Manager and Marketing Manager.
- Achieve budget and produce financial reports

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.

- Full ownership of the events within the public realm. Special events calendar to be exciting and varied within the Stadium and The Terrace.
- CRM usage of Priava, THYNK, Salesforce and internal trackers.
- Knowledge of budgeting and financial process
- Great collaborator with colleagues and client. Confident relationship builder with accounts. Personable and understanding with the general public.
- Aligned with the vision of the venue.

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

- A dynamic individual with a can-do attitude and a results driven approach.
- A bright talented events specialist who thrives on delivering memorable experiences, can react quickly and is flexible to change
- Be creative and innovative. Think outside of the box. Energetic and enthusiastic.
- Capable of multi task and managing multiple events at the same time
- Attention to detail and efficient, excellent communicator who delivers unforgettable experiences.
- Strive to hit targets and exceed expectations. Commercially focussed.
- Confident individual who can lead and present to an audience.



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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