

Job Description: Sales and Events Co-ordinator

Function:	Operations
Position:	Sales and Events Co-ordinator
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Sales Manager
Additional reporting line to:	General Manager
Position location:	Blackburn Rovers Football Club

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

- To be the first point of contact for customers organising events and co-ordinate space, set up, ensuring overall management of events and functions from start to end.
- To drive new and existing business through the conference centre, hospitality and events through internal and external engagement
- To manage and be responsible for all hospitality and events catering services at the required times to the company's standards and to the agreed performance, qualitative and financial targets
- To ensure food safety, health and safety is at the top of everything we do and compliant at all times
- To liaise with internal and external stakeholders to ensure that all events are carried out in accordance with customer requirements, site and SHE compliance

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.

Revenue FY13:	€tbc	EBIT growth:	tbc	Growth type:	n/a	Outsourcing rate:	n/a	Region Workforce	tbc
		EBIT margin:	tbc			Outsourcing growth rate:	n/a	HR in Region	tbc
		Net income growth :	tbc						
		Cash conversion:	tbc						

3. Organisation chart – Indicate schematically the position of the job within the organisation. 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.

Sales Manager

Sales and Event
Coordinator

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.

- To be a proactive customer focused individual with an exceptional eye for detail and the ability to communicate and build relationships at all levels
- To be a forward thinker with a methodical approach, exceptional planning, excellent organisational and communication skills with the ability to challenge in order to further develop the service offer
- Working with our customers, promoting and enhancing the workplace experience, delivering a safe and compliant working environment
- To assist in the delivery of a first class event, hospitality and conferencing experience through attentive service
- To promote and be creative within the hospitality offer to assist with growth of business

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

- To take ownership of hospitality and conferencing marketing collateral and liaise with appropriate departments to continually review and distribute new and refreshed marketing material
- To be visible and build relationships with all levels of customer and client
- To be a point of contact for customers organising events
- To co-ordinate event space booking/ availability, set up with the events coordinator
- To understand and work within scope of Sodexo's food safety policy and promote hospitality options
- To liaise with internal and external stakeholders to ensure that all events are carried out in accordance with customer requirements, site and SHE compliance
- To foster relationships with Operations Managers and site teams to ensure resource is available and informed for event preparation and delivery
- To be flexible in hours of work depending upon event bookings
- To ensure continuous improvement of the service through innovative service improvements
- To ensure the areas of ownership are compliant to health and safety and food safety procedures
- To ensure that the area is compliant to environmental procedures
- To ensure that the site rules are enforced
- To report all faults and issues to the relevant service partner as directed by the General Manager
- Meet the demands of customers by providing the right catering services within the agreed SLA and contract agreement
- Ensure financial documentation and accountancy of the unit (and those from suppliers) is accurate and within agreed budgeted levels
- Actively enforce relevant statutory, company and site SHE compliance together with the monitoring of related equipment
- Actively seek and identify opportunities for business growth within the contract and external market
- Ensure tariff prices are correct, that all catering services are costed and charged according to the terms of the contract and that prices are customer visible
- Ensure that methods of preparation, production and presentation comply with Sodexo's standards and

procedures

- Obtain purchases from Sodexo nominated suppliers
- Comply with all Company & Client policies, site rules and statutory regulations relating to Health & Safety, safe working practices, hygiene, cleanliness, fire and COSHH. This will include your awareness of any specific hazards in your work place and training of staff
- Ensure that all equipment used, is in safe working order, checked regularly and serviced. Report any faults as required, ensure they are rectified and ensure equipment is not used until safe
- Ensure that all equipment, monies and the overall establishment, is safe and secure at all times
- Ensure the standards across the site(s) are in accordance with the Service Level Agreements and Key Performance Indicators specified in the service contract
- To take adequate steps to ensure the security of Company and Client property and monies under your control
- Ensure that all Sodexo employees project a positive, approachable, friendly and professional image
- To attend an annual PDR with your Line Manager and to agree and take ownership of your PDR and your training and development needs
- Attend Company Training Courses and Company Meetings as requested
- Plan and control holidays within the operation to 'self cover' where practicable

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

- To ensure we promote and follow up all sales opportunities
- To ensure the area is compliant to health and safety and food safety procedures
- To ensure that the area is compliant to environmental procedure
- To ensure financial control measures are in place and followed by team members to increase profitability
- To ensure that the site rules are enforced
- To promote and instil A1 customer service through an engaged team
- To report all faults and issues to the relevant service partner as directed by the General Manager

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

- Client and customer focused
- Exceptional communicator and organizer
- Previous experience of organising events (Desirable)
- Previous sales or marketing experience (Desirable)

8. 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	
Learning & Development	
Innovation and Change	

9. Management Approval – To be completed by document owner

Version	1	Date	19/10/2023
Document Owner			

10. Employee Approval – To be completed by employee

Employee Name		Date	
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