

Job Description:

Function:	Sales and Events
Position:	Sales & Events Coordinator
Job holder:	
Salary:	£27,000 - £30,000pa dependent of experience
Immediate manager (N+1 Job title and name):	Head of Sales – Non-matchday
Additional reporting line to:	Venue Director
Position location:	Barclays Hampden, Glasgow

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

- To exceed targets by providing clients with a motivating and exemplary sales experience
- To utilise all elements of the Brilliant Basics Playbook to meet company KPIs and deliver a high performing sales culture
- To identify customer needs and provide Barclays Hampden solutions to meet them
- To retain existing business and contribute to year-on-year revenue growth through proactive, targeted new business sales
- To provide a professional, forward thinking event management service to event bookers
- To manage event financials and contribute to account profitability

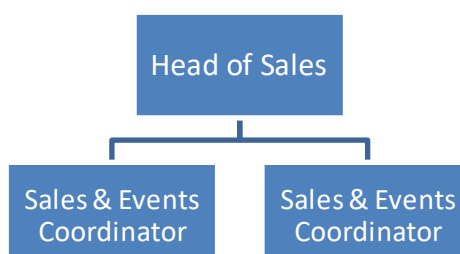
2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

Number of venues – 1

Geographic Region – Glasgow

KPIs – Set centrally (company-wide) and individually (line manager)

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.



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.

Service

Comply with all company & client policies and procedures as required, together with statutory regulations and legislative requirements relating to such matters as employment law, safe systems of work, health & safety, hygiene, cleanliness, fire and COSHH etc.

Adhere to Sales Standards of Performance via the Brilliant Basics Playbook including but not exhaustive to – Enquiry handling; Showrounds; Incoming and outgoing telephone calls; Event Planning

Full CRM compliance

Key account management

Undertake 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 some evenings and weekend hours when required)

Revenue & Finance

Achieve annual sales target

Achieve individual financial KPIs

Demonstrate understanding of venue operating costs specific to each event type

Ensure all required reports are submitted in a timely and accurate manner

Comply with all venue payment terms

PO management

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

Respond to direct, inbound non-matchday event enquiries, managing pipeline of enquiries through various CRM statuses

Respond to MICE Agent enquiries within set response time and with understanding of agent status and commission agreements

Managing event diary effectively to ensure occupancy maximization at all times

Generate and send professional Event Proposals which meet client needs and represent venue in the best light

Conduct dynamic and engaging show rounds with aim of conversion

Demonstrate an 'above and beyond' attitude throughout the event coordination process

Effective communications with all internal departments

Post event feedback

Manage existing key accounts to retain and grow levels of business

Prepare and issue all event documentation in line with venue processes

Manage all pre-payments, and bill back invoicing

Understand dynamic pricing and when to implement – knowledge of Glasgow event market beneficial

Participate in client entertainment, sales missions, networking and exhibitions when required

Participation in team meetings, demonstrating knowledge of own events and their revenue contribution

Upselling to maximise event revenue

Identify and target new business opportunities and proactively target

Active LinkedIn presence

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.

Manage key account clients to ensure retained business levels

Achieve team and individual KPIs

CRM compliance

Brilliant Basics Playbook Compliance

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

- Previous experience in an admin or receptionist role
- Professional telephone manner
- Excellent understanding of both the written & spoken word
- Good listening skills
- Ability to solve problems and use initiative
- Customer focused
- Experience in complaint handling
- Take pride in appearance
- Ability to multi-task and prioritise workload
- Outlook and Microsoft experience is essential

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

- A proven track record in a events sales and planning role
- A strong knowledge of the local market
- A good researcher, negotiator, and client focussed approach
- Excellent telephone manner
- 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 to prioritise various job demands
- Proven negotiation skills
- Detail focussed with strong event coordination skill
- Problem solver
- Ability to work on own initiative

9. Management Approval – To be completed by document owner

Version:	V1	Date:	
Document Owner:		Approved by:	

10. Employee Approval – To be completed by employee

Employee Name		Date	
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