

# Job Description: Event Planner



Function:	Operations / Planning
Job:	Preston North End Event Planner
Position:	<b>Event Planner</b>
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	<b>Sales Manager</b>
Additional reporting line to:	Head of Hospitality
Position location:	Preston North End

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

To plan client events to an exceptionally high standard with assistance of the Sales & Operations teams.  
To work with the sales team and back of house team to develop and maintain all aspects of the Preston North Ends Event offer, ensuring we remain at the forefront of the industry and lead with innovation and brand relevance.  
Through client and supplier engagement this role is responsible for the professional, creative and innovative planning of all events at Preston North End.  
The role requires a positive, enthusiastic individual who can adapt to a wide range of fast paced catering environments. All events must be delivered with the Preston North End and Sodexo brand in mind, efficiently and on budget.

## 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.

- Handling of confirmed business
- Ensuring profit percentages are met for all events

## 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.

- Health & Safety
- Creativity and Innovation
- Service standards and expectation
- Financial accounting

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

- To ensure delivery of all Preston North End are to our high standard and operations teams are fully briefed in line with clients requirements and expectations
- Develop and maintain relationships with clients
- Manage creative process, developing events, setting scope of work and priorities, providing feedback on creative, securing approvals, and overseeing final event delivery
- Ensuring all client needs are met throughout the planning process, adapting to budgets without compromising event style or operational delivery
- Produce accurate, detailed event packs in a timely fashion for clients, operation teams and kitchen team
- Engage in upselling opportunities wherever possible for both food & beverage and equipment
- Ensure de-brief meetings are held post event with Preston North End team to assist with continued operational event delivery
- Manage client expectations and positively guide on alternatives
- Develop and maintain client relationships to ensure client retention and repeat business
- Reactive event sales for all existing client site 'internal' events
- Maintain and improve existing client site relationships to encourage further corporate event opportunities
- Ensure maximum profitability of all events
- Consulting the General Manager and kitchen teams when necessary throughout the planning process to ensure that all elements of the event are deliverable within time and budget restrictions
- Providing all necessary health and safety documentation for all events when requested by the venues
- Good financial and budget awareness, cost tracking and P&L experience essential
- Develop the Preston North End's offer and benchmark the business against competition locally as well as actively seeking opportunities to enhance the product
- Comply with venue working guidelines and health and safety regulations
- To work closely with the sales team to ensure that client requirements in regards to event briefs and operational information is provided in a timely and accurate fashion
- Work with the sales team to ensure that the event handover process is as efficient as possible

**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 the booking in a professional and timely manner
- Build lasting relationships with clients through creating an exemplary customer experience by gaining and recording insights and therefore encouraging repeat business and referrals

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

Experience within catering events management or Planning

- Experience of event operations delivery
- Experience of events within large scale venues
- Fantastic interpersonal skills which enable him/her to work effectively in a team and communicate quickly and efficiently under pressure
- Flexibility and can perform well in stressful environments
- Creative mindset with experience of cultural and arts venues and business
- Demonstrative customer focus and service skills
- Excellent organisational skills and the ability to prioritise work load and manage time
- A calm and accepting view to change and the ability to react to this quickly and efficiently
- Computer literacy in work processing, spread sheets and database programmers and show willingness to learn new systems
- The ability to think commercially but be sympathetic to the restrictions on the venue working within these guidelines

**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
- Innovation and Change
- Learning & Development
- Employee Engagement

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

<b>Version:</b>	V1	<b>Date:</b>	
<b>Document Owner:</b>		<b>Approved by:</b>	

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

<b>Employee Name</b>		<b>Date</b>	
----------------------	--	-------------	--