

## Job Description: Sodexo Live!

Function:	Sports & Leisure
Position:	<b>Head of Hospitality</b>
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	
Additional reporting line to:	
Position location:	Hampden Park

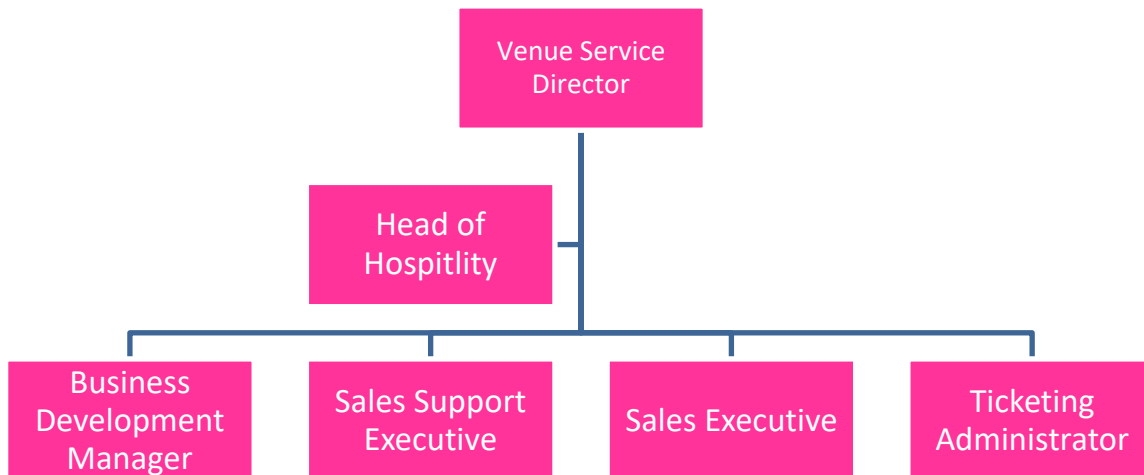
### 1. Purpose of the Job – State concisely the aim of the job.

- Must have a good understanding of Hospitality sales process, event specific package development, inventory management and ticketing fulfilment.
- Achieve and exceed the venue Hospitality sales budget by actively seeking out new hospitality opportunities through proactive sales calls, networking and face to face meetings.
- Execute & drive the venue's Hospitality Sales and Marketing plan and schedule of activity in collaboration with the Hospitality Team and Marketing Manager
- Proactive planning and management of forthcoming events developing strategic B2B and B2C sales plans
- Effective Management of seating inventory allocated to Hospitality by event working in conjunction with onsite client.
- Active management of package pricing, product development specific to each event to maximise revenue and profit through strong sales and telesales campaigns
- Report on campaigns sales performance and adapt activity accordingly
- Strong understanding of budgeting process and P&L management
- Strategic Leadership of Hospitality Sales Team

### 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.

- Delivering the annual Sales Revenue Targets
- EBIT growth
- EBIT Margin (Profit)
- New Income Grow and Conversion

**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.

- Retention of clients and account growth
- Maintaining sales standards of performance
- Strict Payment and Financial Procedures and Processes
- Accurate reporting of Sales and Pipeline
- Local market knowledge – Competitor, Pricing, Business Opportunities
- Delivery of Sales Operation – Ticket Fulfilment, Advance Planning, Inventory
- Sales Negotiation and client presentations
- Strategic leadership of the Hospitality Sales Team
- Liaise with Venue Client on forthcoming events to all effective planning
- Working knowledge of computer systems – CRM, Ticketing, MS Applications, Salesforce
- Collaboration with key Head of Departments to support Hospitality Sales Growth and delivery as well as cross selling opportunities.
- Representing SodexoLive and Hampden Park Hospitality to the highest level at all times
- Have an expert knowledge on GDPR to ensure compliance with data management
- Accurate weekly, monthly and ad-hoc reporting on sales performance

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

- Achieve and where possible exceed budgeted revenue annually (not by event)
- Work in collaboration with key stakeholders to maximise and exceed profit target
- Achieve personal and departmental KPI's
- Strategic management of client accounts, new business acquisitions and retention
- Strategic leadership of Hospitality Sales Team
- Development and delivery of the Hospitality Sales and Marketing Plan to support financial target
- Effective inventory planning, management and delivery as well as ticket utilisation management and maximisation of seating plan.
- Management of event payments in accordance with the financial procedures and processes ensuring funds are received pre event
- Management of the on-sale plan when events are secured or announced
- Liaise with all external key stakeholders to manage event planning and delivery – SFA, SPFL, Concert Promoters and Ticketing Providers

**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.

- To achieve hospitality sales targets for Hampden Hospitality
- To achieve weekly monthly and annual KPI's
- To strategically develop and grow new and existing business
- To research and create opportunities to maximise sales opportunities
- To manage and develop the Hampden Hospitality Sales Team

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

- Previous held the role of Head of Hospitality or similar either at venue or agency level
- Working knowledge of hospitality systems and process
- Working knowledge of pricing, package development and hospitality inventory
- Financial planning and management
- B2B and B2C Hospitality Sales Process
- Understanding and knowledge of delivering of the Hospitality function – sales, marketing, ticketing, inventory management, client liaison, fulfilment.
- Effective communication with key stakeholders both internal and external

### 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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