



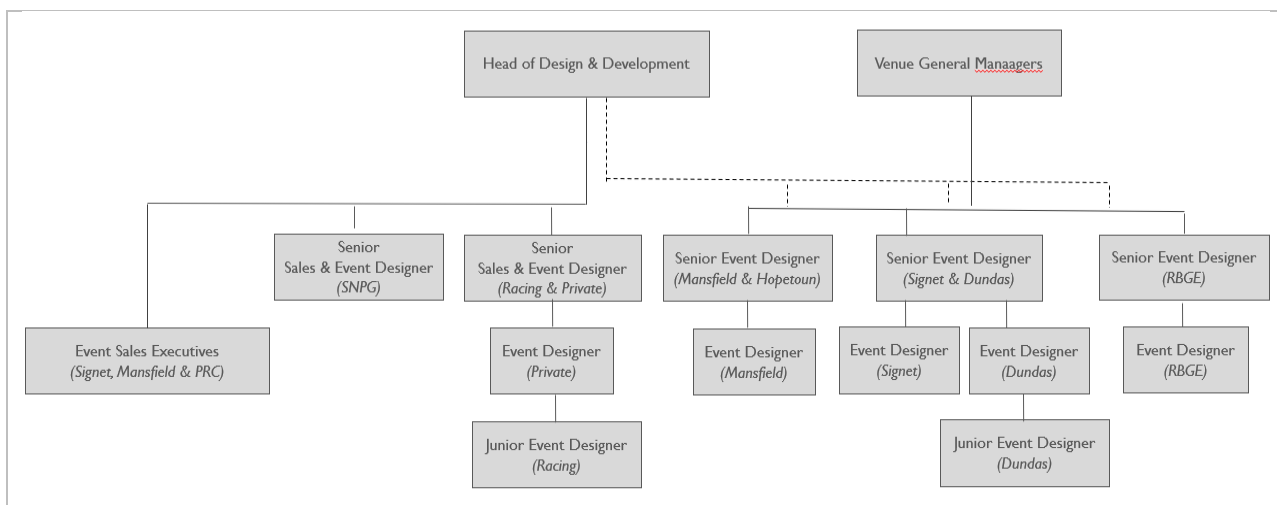
Job Description

Function:	Operations
Position:	Senior Event Designer
Immediate Manager:	Head of Events
Additional Reporting Line:	Head of Design & Development
Position Location:	Royal Botanic Garden Edinburgh

1. Purpose of the Job

To support the Head of Events and Head of Design & Development in the management of the Event Design team
To exceed targets by providing clients with a motivating and exemplary event experience
Identify customer needs and provide solutions to match
Build working relationships with internal and external clients
Assist the team in achieving annual budgets in venue hire and hospitality
To monitor and maintain consistently high levels of service standards and quality across all areas
To assist the Event Delivery team in the execution of each event
To be responsible and accountable for small to medium sized events
Become proficient in both the CRM system utilising it for event design and reporting
Have a working knowledge of budgeting and forecasting and understand the costs associated with events

2. Organisation Chart





3. Main Assignments

1	Continual training for Event Design team Lead by example and manage the energy of the Event Designers and Junior Event Designer Utilise a training matrix to ensure the team are trained on all aspects of their work; Priava, hosting menu tastings, conducting site visits and general language to clients Work closely with Event Design cluster team to ensure a full understanding of Priava Ensure Priava and financial SOPs are maintained and followed by all team members
2	HR and development of Event Design team Conduct ASPIRE conversations and manage objective timelines Support team in achieving their incentive bonus for site visit conversion and upsell opportunities, and create league table for rewards through WOW points
3	Forecast and budgets with Head of Events and Head of Design & Development Assist with monthly forecast reporting and review of previous month SOUs and exports Review pipeline reports and look ahead to busy periods within the business and communicate to team Provide commission forecast, as appropriate, for venue client budgetary forecast Attend venue client meetings to review pricing structures and bespoke venue experiences
4	Sell venue space for appropriate events Conduct all site visits with potential clients with sufficient knowledge of the venue to ensure that all events are workable for the wider team Ensure that all space sold is in-line with Heritage Portfolio and venue budgetary and pricing policies Communicate with clients in an appropriate manner – face to face/phone/email as appropriate for the client Follow up with all clients post site visit/info sent, to conclusion
5	Maintain standards in all event planning Ensure that all events are accurately costed in-line with the companies budgetary and pricing policies Record and accurately communicate the event details and requirements to all departments and suppliers Conduct client menu tastings Ensure the highest level of service and attention to detail is given to clients throughout the whole process Be creative with solutions to fulfil client requirements Be proactive in ensuring all clients are well informed, comfortable and happy Ensure all communication is accurately and timely agreed and that all communication is personalised to your potential client and is issued in-line with company guidelines
6	Ensure venue budgetary targets remain a key focus Ensure event packages are priced within the Heritage Portfolio profit lines Maximise revenue potential with each event client through upselling, etc.



7 Utilise CRM system for pricing and planning events

Fully utilise 'Priava' for venue hire, event packages and diary updates for provisional/confirmed events

Work with Head of Events to review bespoke food and beverage elements within the event packages and ensure events are priced correctly

Be proficient in all event planning on 'Priava' to ensure all departments are fully aware

8 Work as part of the Operational team as and when the business requires

Be flexible and able to adapt to change of duties which could include working operationally at an event, race-day or retail outlet within one of Heritage Portfolio venues

Have the knowledge to cover key Venue Manager tasks when required including receiving deliveries, assisting in set ups and events

9 Build relationships with key Client Principles within each venue

Proactively encourage positive business relationship with venue client principles

Provide each client with the information they require in the format they request

Keep the Venue Manager informed of any developments that are relevant to personnel within the venue

10 As a core member of the Heritage Portfolio team, be an ambassador both internally and externally

Carry out all duties in-line with the Heritage Portfolio company values

Work in a positive and energetic manner to earn trust from clients and colleagues

11 Conduct day to day business in an appropriate manner and within the agreed contractual terms

Ensure all business undertaken will not jeopardise the contractual agreement with the venues

In all meetings/conversations/negotiations work to the best interests of Heritage Portfolio



4. Person Specification

1	A dynamic individual with a can-do attitude and a results driven approach
2	A bright talented events specialist who thrives on delivering memorable experiences, can react quickly and is flexible to change
4	Someone who has an inbuilt attention to detail and efficiency, and who is also able to see the bigger picture
5	A real energy and enthusiasm to motivate a team in preparation for events
6	The ability to lead by example, motivate a team and achieve results through people
7	Someone with top-notch service delivery and operational skills, who is a super-efficient operator
8	An ambitious, fun and positive individual who is an excellent communicator and immaculately presented but still wants to roll up their sleeves and get stuck in

5. Competencies

Brand Notoriety
Commercial Awareness
Innovation and Change
Learning and Development
Employee Engagement

6. Management Approval

Version:	V2	Date:	15 May 2024
Document owner:	Caroline Eriyagama	Approved by:	

7. Employee Approval

Employee name:		Date:	
----------------	--	-------	--