

Job Description: Sodexo Live!



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.

Function:	Sales	General Manager
Position:	Sales Manager	
Job holder:	Vacant	Sales Manager
Date (in job since):		
Immediate manager (N+1 Job title and name):	General Manager	Sales Co-ordinator
Additional reporting line to:	Head of Sales Stac	
Position location:	Hamilton Park Racecourse, Hamilton, Scotland	

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

- Utilise all elements of the Sodexo sales engine to deliver a high-performing sales culture – living the sales values and competencies, compiling a strategic plan to exceed targets, and leading by example.
- Proactively sell and promote all venue conference, banqueting, and hospitality facilities by maximising business from new and existing customers.
- Always aim to exceed targets by providing customers with an exemplary and motivating sales experience.
- Proactively target sales opportunities, driving new business pipeline to support budgeted revenues.
- Achieve venue revenue targets by creating and executing the site sales strategy, working closely with the wider Sodexo PV&E team and Regional Sales Manager to maximise opportunities across the business.
- Manage key accounts and drive local sales activity to win market share and increase penetration of high-value customers.
- Support the on-site sales team with continuous development, ensuring high levels of engagement, morale, and motivation.

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 (Hamilton Park Racecourse).
- **Geographic Region:** Scotland, with national agency and corporate client reach.
- **Direct Reports:** Sales 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.

Financial Management

- Achievement of budgeted C&E sales objectives and profit targets.
- Maximise revenue and profit through proactive sales activity, supported by Salesforce, Optimo, and other revenue management tools.
- Organise and lead on-site sales initiatives (fam trips, blitzes, conversion days, networking).
- Analyse market sectors to identify trends, new targets, and opportunities for growth.
- Manage local key accounts (corporate and agency) to maintain retention and increase share of wallet.
- Deliver timely and accurate reporting (weekly flashes, monthly forecasts, annual budget support).

Quality, Service and Detail

- Work closely with Events and Operations to ensure events deliver on promise and create repeat business opportunities.
- Maintain up-to-date competitor analysis (products, pricing, market dynamics).
- Collaborate with Sodexo PV&E Marketing and PR teams to maximise exposure.
- Ensure venue marketing material and social media presence are current and professional.
- Adhere to Sodexo sales standards (show rounds, telephone handling, administration).
- Maintain accurate CRM data and records for all customer interactions.

People Management

- Support development and engagement of on-site sales staff.
- Conduct regular reviews and ensure high motivation and performance levels.
- Create a collaborative environment that drives results and aligns with Sodexo values.

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

- Deliver annual C&E sales targets.
- Implement and execute the site sales strategy and key initiatives.
- Embed Sodexo sales processes, systems, and tools across the business.
- Deliver turnaround plans for underperforming areas.
- Drive high levels of client satisfaction and repeat business.
- Maintain a highly engaged and motivated sales team.

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.



- Achievement of annual C&E budget and sales KPIs.
- Development of key account plans to unlock long-term business value.
- Alignment of sales activity with the venue's one-page strategy and client objectives.
- Delivery of compliant, timely, and accurate use of CRM and reporting systems.
- Demonstration of Sodexo sales values and standards in all client interactions.

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

Knowledge & Experience:

- Proven track record in proactive sales within hospitality, venues, events, or hotels.
- Strong commercial acumen with ability to drive revenue growth.
- Experience managing budgets, forecasting, and reporting.
- Knowledge of the Scottish events/hospitality market desirable.

Skills & Competencies:

- Strong negotiation and closing skills.
- Excellent verbal, written, and presentation skills.
- Confident and professional in client-facing situations.
- Proficient in Microsoft Office and CRM systems (Salesforce preferred).
- Ability to manage multiple priorities under pressure.

Personal Qualities:

- Self-starter, resilient, and target-driven.
- Collaborative team player with strong stakeholder influence.
- Professional, credible, and client-focused..

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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