



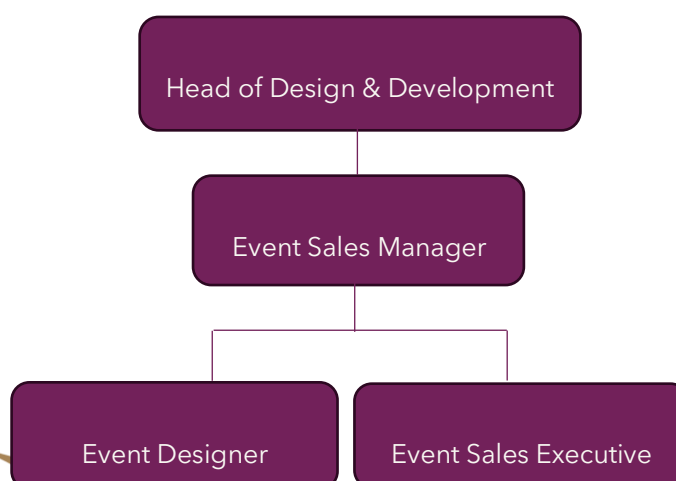
JOB DESCRIPTION

Function:	Sales
Position:	Event Sales Executive
Immediate Manager:	Event Sales Manager
Additional Reporting Line:	N/a
Position Location:	Venue & North Fort Street

1. Purpose of the Job

To exceed targets by providing clients with a motivating and exemplary event experience
To assist the team in achieving annual budgets in venue hire and catering
Identify customer needs and provide solutions to match
Build working relationships with internal and external clients
Responsible for the efficient pricing and planning of all events to ensure profit lines are met
To monitor and maintain consistently high levels of service standards and quality across all areas
Become proficient in Priava and Event Wizard utilising it for event design and reporting
Have a working knowledge of forecasting and understand the costs associated with events

2. Organisation Chart



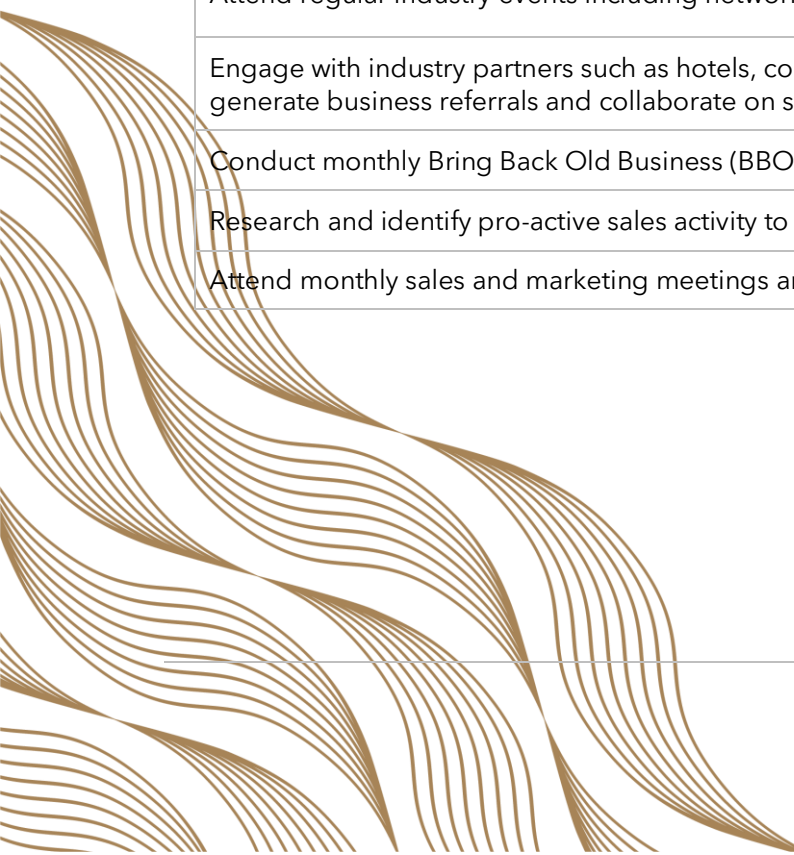


3. Dimensions

Revenue - £1M+
Target - Achieve venue budget
Geographic Region - Edinburgh
Individual KPI's set with line manager; BOB threshold target % Convert opportunities into closed won at 30% Period BOB v Budget New business appointments - 8 per month Convert leads into opportunities at 50%

4. Accountability

Achievement of budgeted sales targets and KPI's
Create and develop a key account customer list based on target markets driving market share
Record and report ROI for all sales activities
Follow up with clients post event in order to retain business and grow the account
Conduct FAM trips and engagement events in order to showcase our offering to target markets
Develop and research target markets and identify new leads within Edinburgh
Conduct client meetings with new accounts in order to generate new business opportunities
Attend regular industry events including networking events, exhibitions, conferences, and meetings
Engage with industry partners such as hotels, conference centres and memberships in order to generate business referrals and collaborate on sales activity
Conduct monthly Bring Back Old Business (BBOB), moving market share and lost business projects
Research and identify pro-active sales activity to generate new business
Attend monthly sales and marketing meetings and provide commentary for monthly report





5. Main Assignments

1 Support the sales strategy for Event Sales

Achieve defined sales objectives and targets through a targeted sales plan and proactive management of key accounts and new business

Carry out pro-active sales activity in the Edinburgh market to drive sales, win market share and increase penetration of key accounts

Handle all sales enquiries and adhere to the SLA's set out by your line manager

To support continuous growth and development across Scotland with high levels of engagement, superb morale and motivation and to work seamlessly with the wider sales team

2 Forecast and budgets with Event Sales Manager

Assist with monthly forecast reporting and review previous YOY trends

Assist sales build and phasing for next year budget setting

Review pipeline reports and look ahead to busy periods within the business and communicate out

3 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

4 Ensure venue budgetary targets remain a key focus

Utilise the flexibility within the venue hire matrix to give the best possible chance of reaching budget
Work with the Event Sales Manager to review the venue hire matrix annually, through competitor analysis

Ensure event packages are priced within the Heritage Portfolio profit lines

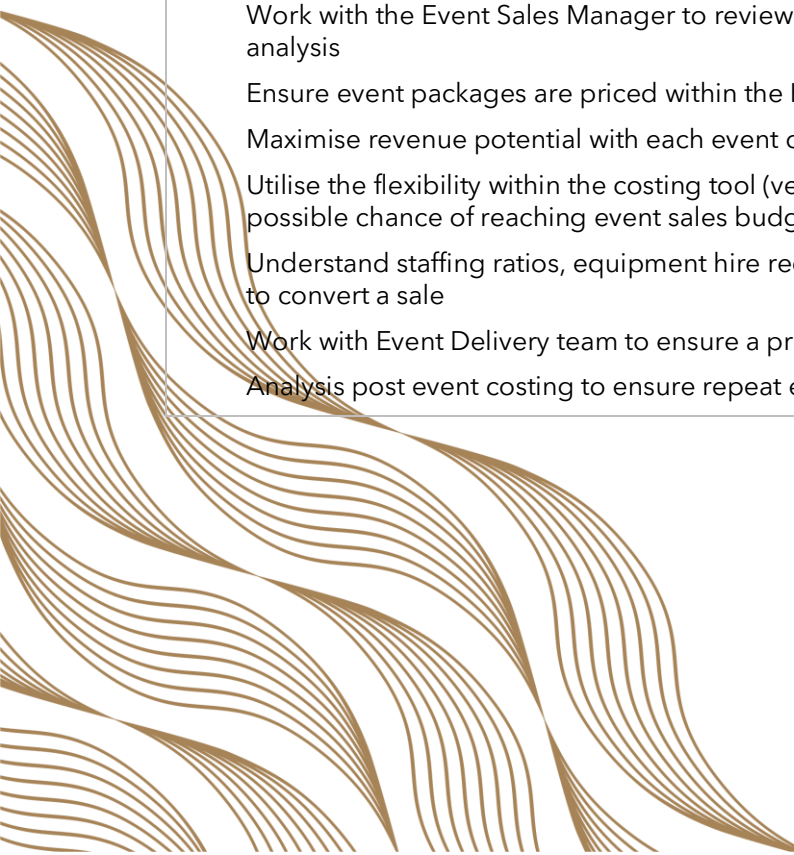
Maximise revenue potential with each event client through upselling, etc.

Utilise the flexibility within the costing tool (venue GPs and profit margin %) to give us the best possible chance of reaching event sales budget

Understand staffing ratios, equipment hire requirements, and best value 'enhanced' options available to convert a sale

Work with Event Delivery team to ensure a pre-event costing is created and utilised

Analysis post event costing to ensure repeat event types are profitable





6 Responsible for invoicing and prepayments

Ensure all clients have a contract with T&Cs, and we in turn receive a returned signed contract

Prepare all the appropriate prepayment invoices;

10% initial deposit - non-refundable deposit

40% prepayment - 3 months prior to the event

100% full payment - 14 days prior to the event

Be proficient in Freedom Payment, locating payments and allocating deposit to correct events

Ensure that clients have paid any outstanding payments in full to limit aged debt to a minimum

7 Utilise system for pricing events

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

Work with Head of Design & Development 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 and Event Wizard to ensure all departments are fully aware and briefed

8 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 General Manager informed of any developments that are relevant to personnel within the venue

9 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

10 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





6. Person Specification

Excellent business relationship skills
Proven success in achieving sales targets
Proven success in a sales role and negotiation skill
Confident, ambitious and passionate with the ability to use own initiative
Ability to build strong client relationships and understand their needs
Excellent people skills
Excellent communication verbal and written skills
Ability to work under pressure and deliver measurable sales targets
Excellent time management and organisational skills in order to prioritise various job demands

7. Competencies

Brand Notoriety
Commercial Awareness
Innovation and Change
Learning and Development
Employee Engagement
Growth, Client & Customer Satisfaction
Rigorous Management of Results

6. Management Approval

Version:	V1	Date:	March 2026
Document owner:	Caroline Eriyagama	Approved by:	

7. Employee Approval

Employee name:		Date:	
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