



## Job Description: Sodexo Live!

Function:	Operations/Planning
Position:	<b>Sales &amp; Events Co-ordinator - Preston North End FC</b>
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Senior Sales & Events Co-Ordinator
Additional reporting line to:	General Manager
Position location:	Deepdale, Preston

### 1. Purpose of the Job.

To plan client events to an exceptionally high standard with assistance of the Sales & Operations teams.

To work within the sales and back of house team to develop and maintain all aspects of the North End Events experience, ensuring we remain at the forefront of the industry and lead with innovation and brand relevance.

Through client, customer and supplier engagement this role is responsible for the professional, creative and innovative planning of all events at Deepdale Stadium.

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 PNE FC, NorthEnd Events and Sodexo brands in mind, efficiently and on budget.

### 2. Dimensions

- Handling of New Enquiries
- Handling of Confirmed Business
- Ensuring Events meet profit margins

### 3. Organization Chart

General Manager

Senior Sales & Events Co-Ordinator

Sales & Event Co-ordinator

### 4. Context and main issues

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

## 5. Main assignments

- To ensure delivery of all events are to our high standard and operations teams are fully briefed in line with customers' requirements and expectations
- Develop and maintain relationships with all clients & customers
- 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 sheets in a timely fashion for the client, customers, operations and kitchen teams
- Engage in upselling opportunities wherever possible for both food & beverage and equipment
- Engage in de-brief meetings held post event with the team to assist with continued review of operational event delivery and improvement opportunities
- Manage client and customer expectations and positively guide on alternatives
- Develop and maintain customer relationships to ensure retention and repeat business
- Reactive event sales for all existing client site 'internal' events
- Maintain and improve existing client and customer site relationships to encourage further corporate event opportunities
- Ensure maximum profitability of all events
- Consulting the general Manager, operations and kitchen team 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 and cost tracking is preferred
- Support the development of the NorthEnd Events offer and benchmark the business against competition locally as well as actively looking for opportunities to enhance the product
- Comply with venue working guidelines and health and safety regulations
- To work closely with the Senior Sales & Events Co-Ordinator to ensure that customer requirements regarding 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

- 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
- Work closely with your line manager, operational teams and General Manager to support a 'one team' environment

## 7. Person Specification

- Ideally previous experience within catering events management planning, event operations delivery and events within large scale venues
- Good interpersonal skills, ability to work effectively in a team and communicate quickly and efficiently under pressure
- Flexibility and can perform well in stressful environments
- Creative mindset
- Demonstrative customer focus and service skills
- Excellent organisational skills and the ability to prioritise workload 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 and customers' needs and requirements



**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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