



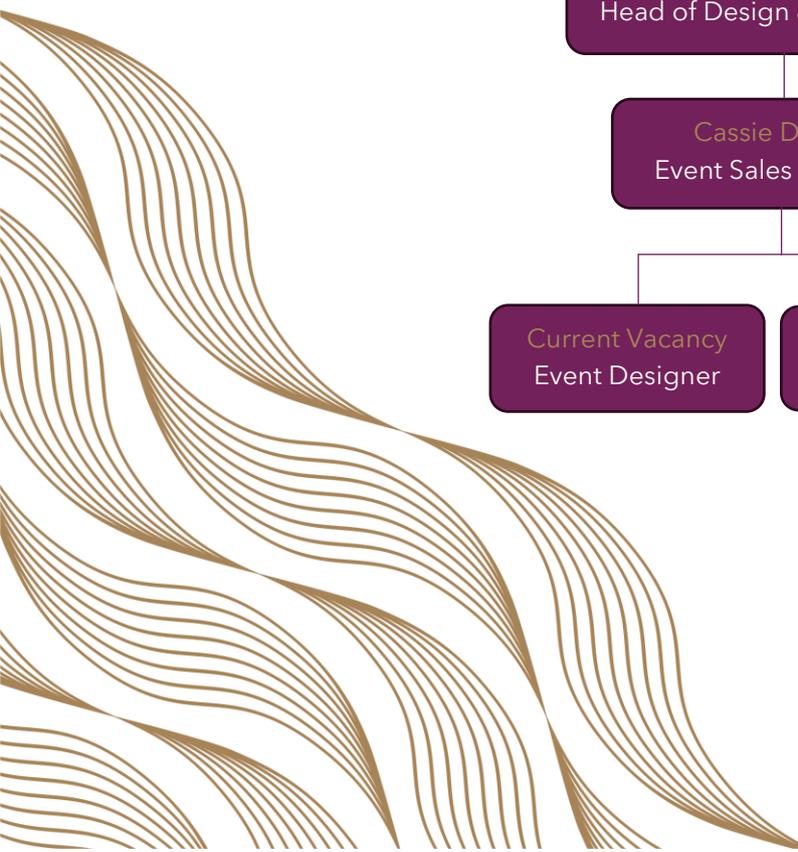
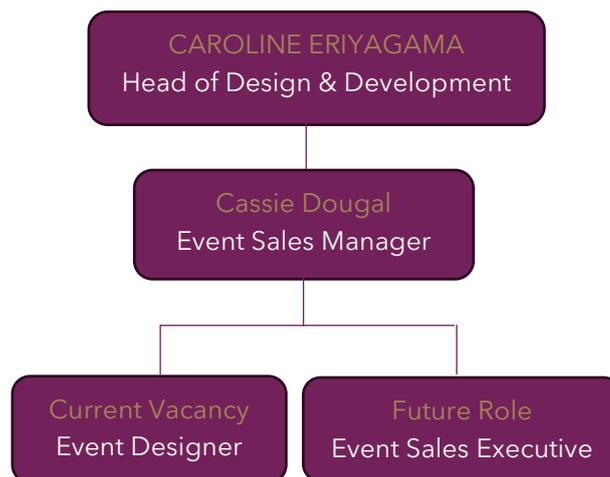
JOB DESCRIPTION

Function:	Operations
Position:	Event Designer
Immediate Manager:	Event Sales Manager
Additional Reporting Line:	Head of Design & Development
Position Location:	Hybrid: Edinburgh Zoo & North Fort Street

1. Purpose of the Job

Responsible for the efficient pricing and planning of all events to ensure profit lines are met
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 Sales team venue site visits (<i>applicable for turnkey</i>)
To be responsible and accountable for small to medium sized events
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. Main Assignments

1 **Sell venue space for appropriate events** (*applicable for turnkey*)

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

2 **Ensure venue budgetary targets remain a key focus**

Utilise the flexibility with the venue hire matrix to give us the best possible chance of reaching budget (*applicable for turnkey*)

Work with the Event Sales Manager to review the venue hire matrix annually, through competitor analysis (*applicable for turnkey*)

Ensure event packages are priced within the Heritage Portfolio profit lines

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

3 **Maintain standards in all event planning**

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

4 **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

5 **Utilise system for pricing and planning events**

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

Work with Senior Event Designer 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



6 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 General Manager tasks when required including receiving deliveries, assisting in set ups and events

7 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

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

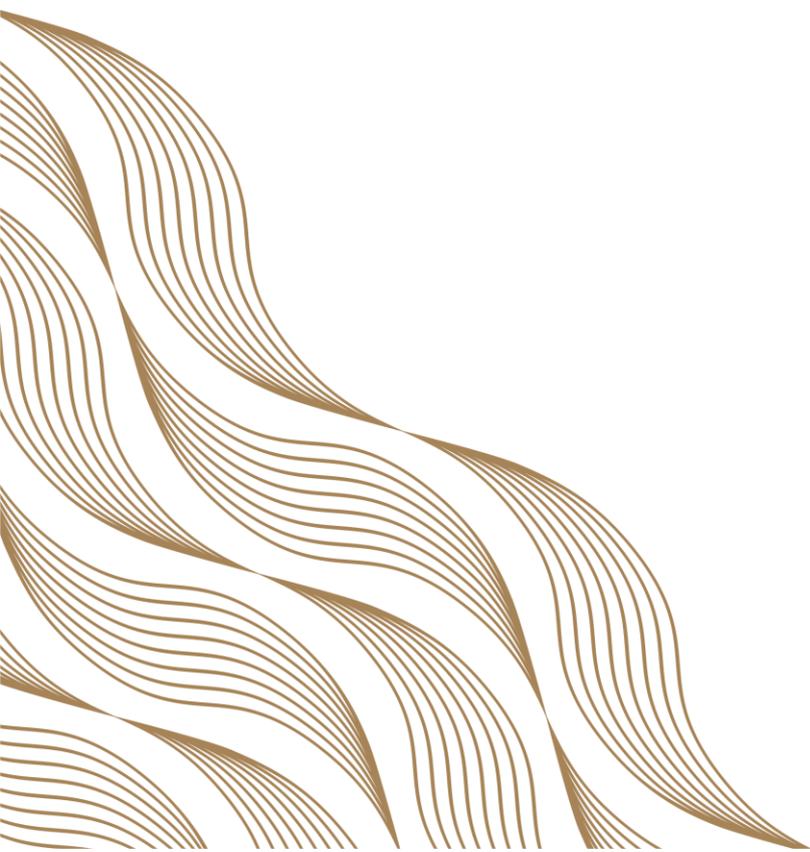
Carry out all duties in-line with the Heritage Portfolio company values

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

9 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:	V1	Date:	February 2026
Document owner:	Caroline Eriyagama	Approved by:	

7. Employee Approval

Employee name:		Date:	
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