

Job Description: Events Manager



Function:	Sports Leisure & Travel
Position:	EAA Events Manager
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Events at Ascot (EAA) Operations Manager
Additional reporting line to:	
Position location:	Ascot Racecourse

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

- To manage the day to day running of the Events at Ascot operation, ensuring all we do is elegant, uplifting and original.
- Open and close the business – being present at key times to lead and coach the team to deliver great service and attention to detail
- Be organised to ensure function sheets are in use and current and briefings are prepared daily
- To liaise with the Planning Department, Staffing Department and Events at Ascot (EAA) to plan, resource and deliver great events at Ascot.
- To assist in developing long term relationships with key clients and accounts, creating scope for repeat business.
- Proactively manage the team, including 121s, development sessions and most important, on the day briefings
- Lead with training and development of a core casual team, to help retain the best people
- Work with the culinary team in a passionate way to ensure the food we deliver is market leading

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.

Revenue ▪ £1.5 million

Characteristics ▪ N/A

3. Organisation chart



4. Context and main issues

- Ensure there is a proactive attitude towards continuous improvement, attending regular meetings to review service styles and menu offers as well as customer feedback, making the need for attention to detail and innovation key
- Review Client feedback both during and post the event to identify recurring themes or look for ways to make a positive change
- Deliver all events on time and on budget, ensuring all last-minute client requests are managed appropriately and met where possible

5. Key Assignments

- Management of all meetings on site – ensuring the smooth running and delivery of the customer journey
- Ensuring all events are correctly resourced and are in line with the financial forecast.
- Coordinate with all relevant teams to ensure that all non-raceday events are set up in a timely manner and to the required standards communicated by the fine dining and retail management team
- To maximise profit by ensuring all events are invoiced correctly and to the agreed KPI regarding time post event
- Attend and help lead the function sheet meeting, organised by the Ascot sales team, to ensure a full understanding and operation of the event and be the key 1711 point of contact
- Ensure that the breakdown of the event has been scheduled in a time frame suitable for the business and all areas have been checked before being handed back to the racing team
- To undertake full responsibility for the stock management and maintenance of all EAA specific equipment, including hired equipment
- Stock control and ordering of EAA consumables, linen and beverage
- Housekeeping and security of EAA storage areas
- Coaching and leading a casual EAA workforce
- Deputising for the EAA Operations Manager
- Support raceday and events activity as required

6. Accountabilities

- To ensure that before operating any event, it complies with both Sodexo Live & Ascot health & safety policies
- To attend weekly EAA meetings and capture all requirements required by EAA
- Manage in conjunction with Ascot the planning, operation and break down of all non raceday events
- Regularly meet with the culinary team to debrief menu and market trends
- Manage own budget lines

7. Person Specification

Essential

- At least 2 years' relevant experience in high-end Events, Conference or Banqueting operations
- Diary management & cost control
- Able to implement operational plans
- Resilience to manage multiple tasks and prioritise importance in terms of operations and planning
- Management experience of a large events
- Experience in using Microsoft Office

- Good eye for detail
- Willing to work with flexible working hours

Desirable

- Experience of training and the development people

8. Competencies

■ **Growth, Client & Customer Satisfaction / Quality of Services provided**

To have the ability and need to grow professionally as the business has (currently 1.5 million pounds of sales in 2016/17) a desire to achieve goals and exceed them

■ **Rigorous management of results**

A professional need to implement high standards and a want to continually improve those standards. whether its team performance, management function and including cost savings and improved up sales of products and services into events

■ **Brand Notoriety**

Keeping the equity of the Sodexo Live & Ascot brand strong, this is reflected in all activities undertaken to keep clients engaged and motivated to keep on coming back and to fully embrace the standards of Sodexo Live and to communicate it outwards

■ **Commercial Awareness**

Understand the profitability of the business process and to ensure that all events costing work towards this standard is of vital importance.

■ **Employee Engagement**

It is important to have people skills that allow for open engagement of communication with employees and the wider team.

■ **Learning & Development**

Professional development is a continuous process and a need to that must be addressed in yourself so that you can train and develop your team and its employees

■ **Leadership & People Management**

As a leader you need to lead by example and the point of reference as to how to act, behave and to deliver. Leadership is a way of being and delegate task and responsibility to your managers and to recognise skill sets and to work to individual strength and to offer guidance in all aspects of the business

■ **Innovation and Change**

To have a want and a need to push boundaries a drive to accelerate innovation and continually review and implements improvements in all aspects of your roll and the team you manage

9. Management Approval – To be completed by document owner

Version	V1	Date	19/10/21
Document Owner	Caroline Hawkins		

10. Employee Approval – To be completed by employee

Employee Name		Date	
---------------	--	------	--