Job Description: Event Planner

Function:	Sales Operations
Position:	**Event Planner**
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Head of Operations
Additional reporting line to:	Catering Services Director
Position location:	Everton Football Club

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

Working as part of the Stadium Operations Team and collaborating with the PVE Sales Hub to provide customers with an exemplary and motivating sales and event experience from initial enquiry to event delivery. This role is able to network locally and drive local event business, meet targeted upsell targets for confirmed business. Furthermore they will work closely with the central sales team to generate inbound leads and enquiries, carry out professional showrounds, respond to enquiries within the standard response time, plan events to the highest of standards and at times support the operational team with event delivery where appropriate.

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:	£205k - £500k	EBIT growth:	tbc	Growth type:	n/a	Outsourcing rate:	n/a	Region Workforce tbc
		EBIT margin:	tbc			Outsourcing growth rate:	n/a	HR in Region tbc
		Net income growth:	tbc					
		Cash conversion:	tbc					

Characteristics

- Great Interpersonal Skills
- Flexibility
- Energetic
- Creative and Innovative
- Keen Eye for Details
- Good Time Management Skills
- Passionate and Enthusiastic

3. Organisation chart – Indicate schematically the position of the job within the organisation. 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.

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.

- liaise with clients to find out their exact event requirements
- produce detailed proposals for events (including timelines, venues, suppliers, legal obligations, staffing and budgets)
- research venues, suppliers and contractors, then negotiate prices and hire
- manage and coordinate suppliers and all event logistics (for example, venue, catering, travel)
- liaise with central sales and marketing team (PVE) to publicise and promote event facilities
- manage all pre and post event planning,
- coordinate suppliers, handle client queries and troubleshoot on the day of the event to ensure that all runs smoothly and to plan
- make sure that insurance, legal, health and safety obligations are followed
- oversee the dismantling and removal of the event and clear the venue efficiently
- research opportunities for new clients and events.

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

- Achieve personal KPI's to be agreed with Line Manager
- Providing clients with a motivating and exemplary event planning experience on all platforms including calls, emails, face to face meetings and showrounds.
- Following company standards of performance for C&E
- Manage C&E opportunities, confirmed business and upsells to the company standard
- Identify customer needs and provide solutions to match them
- Upselling on confirmed business to its full potential
- Build working relationships with central support teams (PVE), internal clients & customers
- Using CRM and venue management systems to ensure quality management of data, input of all event details, customer communications, sharing of event details between departments, event profit and loss management, tracking financials, data cleansing

- Develop existing accounts and engage with them to increase their commitment.
- Manage debt through collecting payments in a timely manner in line with Company Accounting procedures
- Answer all incoming calls in a professional and efficient manner
- Assist with entertaining, networking and exhibitions and at all times act as an ambassador for both Sodexo and the venue client
- Attend relevant team meetings
- Deliver a consistent level of performance within the Company's standards and agreed performance, qualitative and financial targets.
- Comply with all Company & client policies and procedures as required, together with statutory regulations and legislative requirements relating to such matters as employment law, safe systems of work, health & safety, hygiene, cleanliness, fire and COSHH etc.

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.

- 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
- Manage data quality by ensuring 100% compliance on all CRM systems

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

- A proven track record in an event planning role
- A strong knowledge of the local market
- A good researcher, negotiator, and client focussed approach
- Excellent telephone manner
- Excellent communication verbal & written skills
- Excellent business relationship building skills and understanding of customer needs
- Ability to work under pressure and deliver measurable targets
- Excellent time management and organisational skills in order to prioritise various job demands
- Proven negotiation skill

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

▪ Growth, Client & Customer Satisfaction / Quality of Services provided	▪ Leadership & People Management
▪ Rigorous management of results	▪ Innovation and Change
▪ Brand Notoriety	
▪ Commercial Awareness	
▪ Employee Engagement	
▪ Learning & Development	

9. Management Approval – To be completed by document owner

Version	2	Date	20 May 2021
Document Owner	Amanda Brown		

10. Employee Approval – To be completed by employee

Employee Name		Date	