

Job Description:
Head of Events

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| Function:  | Peyton Events| Sports & Leisure |
| Job:  | Head of Events |
| Position:  | Head of Events |
| Job holder: | Graeme Cromwell |
| Date (in job since): | Sep 2018 |
| Immediate manager (N+1 Job title and name): | Operations Director |
| Additional reporting line to: | Managing Director |
| Position location: | Regional |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * To develop and grow Peyton Events across the whole estate whilst holding overall responsibility for the Peyton Events function, strategy design through to delivery operations. To be the brand ambassador and drive Peyton Events as a market leader within the events and conferencing sector, and align the communication and output between Sales, Marketing, Events, and Operations, to deliver financially viable and exceptional events/guest experiences. To reposition Peyton Events as a leader in the sector by designing and developing a strong brand by key financial reporting and budgeting, aligning this with the Sales to ensure robust sales targets/strategies. To ensure that events deliver consistent innovative and exceptional customer service. To help demonstrate real value, commitment and responsiveness to client and customer needs ensuring satisfaction and retention of business, whilst continuously improving the proposition for clients and customers alike.
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| 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 FY13: | €tbc | EBIT growth: | tbc | Growth type: | n/a | Outsourcing rate: | n/a | Region Workforce | tbc |
| EBIT margin: | tbc |
| Net income growth: | tbc | Outsourcing growth rate: | n/a | HR in Region  | tbc |
| Cash conversion: | tbc |
| Characteristics  | * Add point
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Draft. Version: 27-03-2014

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| 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. |
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| **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. |
| * Client Management
* Commercial viability V’s event expectations
* Strategic delivery into operations
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Service, Client & Guest Care:*** Take full operational responsibility for the planning, design and delivery of events across the estate
* Plan each event to exceed our clients expectations
* To work with the sales hub to ensure the sales team have the correct tools, skills and information, for both sales and operations to the highest standard from quote, greeting the guest at the event to the follow up process
* Work with all unit managers to analysis and highlight event sales performance and deliver a bespoke sales strategy for all sites
* Consistently review and amend overall sales strategy to ensure market position remains strong
* To take overall responsibility for Peyton Events website and social media output, ensuring they are always relevant and positioned appropriately to attract new business by working with the Marketing Manager
* Align the Peyton Events strategy to ensure it continues to represent the core values of the business
* Update and create all marketing collateral for Peyton Events including any new venue guides, promotional material and campaigns
* Design and execute a series of promotional activities and events that imbue the brand values in order to reposition the business and drive sales
* To ensure there is a synergy and consistency of products across the group and between events and restaurants
* Continually work and review work of the whole team and process to ensure customer satisfaction and repeat business
* To create and monitor sales targets for the team on a regular basis by driving a sales culture of weekly client appointments, cold calling, fam trips, revenue per account etc.
* Continually revise targets set with active guidance in order to develop and improve performance of the team(s)
* To lead by example and meet prospect clients and reporting in a structured way
* Proactively seek new business for the company and units with a Revenue and Sales strategy, researching all UK feeder markets, cold calling, weekly appointments and signing of new contracts
* Maintain and develop existing accounts to ensure we reach their maximum potential
* Establishing relationships with key travel agents, hotel booking agents and corporate clients in order to drive business to the venues
* Design and develop meaningful research about our business; both statistical and subjective
* Build and develop CRM database for all guest across the business to drive loyalty, target existing and potential growth sales

**Leadership & People:** * Be an advocate and ambassador for Peyton Events, developing strong positive relationships across all areas of Peyton and Byrne and with clients and suppliers.
* Work with the management/executive team to ensure allocation of projects, events and day to day activity is fairly allocated and provide support throughout the planning and delivery of each activity
* Line-manage the senior Peyton Events team, to ensure consistent smooth running of events
* Take responsibility of the Health & Safety of employees and customers at all times and across every aspect of the business
* Ensuring adherence to all relevant Licensing Law
* Ensuring adherence to all relevant Employment Law
* Responsible for ensuring the recruitment of all employees is fair, legal and in the best interest of the company and ensure all new recruits are inducted properly
* Ensure that business activity is communicated effectively and in a timely manner throughout the Company and to all personnel
* Work with the management team to plan and implement the professional development of every team member
* Work with the management team to ensure the agreed procedures and policies are faithfully followed
* Promoting exemplary personnel management within company
* Participation in Group Exec meetings, management meetings, decisions and issues
* Work closely with the senior management team to ensure good working relations are maintained and that the best interests of the company are always the priority
* Manage the team to create and maintain excellent client, supplier & contractor relationships
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| 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. |
| **Managing Standards and Quality*** Keep abreast of developments and changes in the Events, Restaurant and wider Catering Industries and develop and implement strategies to keep Peyton Events and the `Group at the forefront of the industry
* Work with Operational Director and fellow directors in the development, and maintenance of the Peyton Events image across all of the company activity
* Evaluate the ‘metrics for success’ that Peyton Events offers must deliver, and then clearly demonstrate how those are being implemented and achieved.
* Ensure all presentational material (both printed and electronic) is of the highest standard and accurately reflects the business
* Represent Peyton Events at various forums within the industry
* Work with all relevant parties to develop the style of food and beverage service across each piece of the business
* To carry out staff appraisals with the management team on an annual basis and ensure they in turn appraise their direct reports
* Setting a high personal standard for the Peyton Events team
* Have appropriate level of knowledge of Food Hygiene and Health and Safety Standards manage the highest standards at all times

 **Financial Management:*** Identify new business and commercial viability
* Manage food and operational costs to agreed budget
* Support on new business tenders, design, strategy, operational delivery and ensure the proposal is finically viable
* Develop annual business plan for Peyton Events that strategically sets clear targets, and ownership for medium and long term performance
* Compose and deliver clear financial forecasting and historical reporting
* To use the DRIVE menu and ordering tool effectively to ensure that all dishes are fully and accurately costed prior to tasting approval for menu changes
* Manage and advise chefs on the estimation of food requirements and food/labor costs
* To ensure accurate weekly staff rotas have been compiled, ensuring quality service levels are maintained, employee work patterns are considered and employment costs are well managed
* To ensure rotas are completed on a weekly basis and available to the team no later than Tuesday afternoon
* To ensure the rotas are accurately entered on the payroll system and closed daily
* To attend weekly and monthly review meetings and be able to explain rota costs and any discrepancies
* To ensure team holidays & time off are planned fairly & rotas are completed in advance
* To ensure that food stock is accurately counted and recorded
* To ensure all elements of the operation report factually and all food wastage is recorded and minimised by the whole team
* To be able to identify variances in stock & then be able to report any discrepancies to the OD prior to accounts being closed
* To suggest and implement positive actions to address any variances
* Use planning and preparation sheets to avoid over production and wastage
* To work with the OD to minimise waste of gas, water & electricity
* To maximise on sales through regular review of stock par levels, ensuring adequate preparation for each shift and efficiency with the kitchen set up
* To manage the laundry contract and ensure sufficient levels of uniform for the team
* To control costs of consumables including paper & chemicals by agreeing on weekly usage requirements dictated by the needs of the business
* To monitor correct product storage, stock rotation, food quality and portion control
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Graduate calibre.
* Previous experience of high-profile catering and events management within cultural destinations within central London
* Experience of developing new business, tender design
* Proven experience of leading and developing a management tea, FOH and BOH
* Expert with financial design and commercial understanding V’s operational delivery
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Growth, Client & Customer Satisfaction / Quality of Services provided
 | * Leadership & People Management
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| * Rigorous management of results
 | * Innovation and Change
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| * Brand Notoriety
 | * Business Consulting
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| * Commercial Awareness
 | * HR Service Delivery
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| * Employee Engagement
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| * Learning & Development
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| 9. Our Values  |

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| **EXCELLENCE** * Challenging ourselves to meet our own high expectations and supporting each other to deliver against them in all areas:
	+ Service Standards
	+ Design
	+ Product Provenance
	+ Craft Skill
* Having respect for the customer, listening to their needs and always delivering value at their price point

**COMMITMENT TO PEOPLE** * Providing real development, learning and benefits
* Being open and honest with each other. Demonstrating respect for our differences and skills, fostering equality throughout the Company
* Providing an open, engaging, fun and rewarding work environment
* Delivering on what we promise

**CREATIVITY AND INNOVATION** * Leading the market, always seeking to spearhead new developments
* Never being complacent, always striving to improve on what we do
* Using creative thinking and innovative ideas to solve problems and develop new solutions
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| 10. Management Approval – To be completed by document owner |

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| Version | 1 | Date | April 24th 2017  |
| Document Owner | Keniro Miller  |

**This summarises the main responsibilities of your role but there may be other reasonable requests made and other responsibilities included from time to time**

I,……………………………………………………..understand and agree to adhere to the above job description.

Signed…………………………………………………………Date…………….

Issuing Manager Sign and print name:

…………………………………………………………………..Date………………

Issuing Manager: please print 2 copies, 1 for the employee file the other to be retained by the employee for their records