

# Events Sales Manager

**WYCOMBE  
SWAN**

Job Description  
Person Specification

February 2019

[wycombeswan.co.uk](http://wycombeswan.co.uk)  
[hqtheatres.com](http://hqtheatres.com)

**hq**  
**THEATRES &  
HOSPITALITY**  
The UK's premier provider of  
live entertainment and hospitality

**Wycombe Swan** is one of 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

**Wycombe Swan** is a vibrant and dynamic place to work - a venue which presents some of the best music, theatre and comedy in the country. We always provide our staff with the best opportunities to train and develop within the organisation.

As well as aspirational plans to build audiences through high quality programming in our three distinct spaces (Swan Theatre, Town Hall, and Oak Room), we have key targets to drive the commercial success of the business through offering exceptional service to our customers. We want all visitors to the Swan to be able to enjoy World Class Service and this role will be a vital part of delivering this aim.

**Employment type:** Full Time

**Salary:** c.£30,000 p.a. dependent on experience plus commission

**Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours will include evenings, weekends and Bank Holidays.

**Work location:** You will be based at Wycombe Swan Theatre & Town Hall and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

**Purpose of the role:** The post holder will be responsible for growing and developing the hospitality, conference and private events business at Wycombe Swan through understanding the local market, creating and delivering attractive event packages and cementing Wycombe Swan at the heart of corporate events within Buckinghamshire and surrounding areas. They will need to constantly review the events 'offer' in line with local benchmarking, market trends and customer needs. The post holder will also act as a duty manager as required to operationally oversee the hospitality events' programme.

**Our ideal candidate:** The Events Sales Manager will be forward thinking, targeting new commercial customers whilst ensuring strong levels of repeat business through successful conferencing and event management. They will be proficient at dealing with reactive enquires, and also strongly naturally proactive, seizing every sales opportunity and ensuring maximum 'enquiry to booking' conversion levels.

**For an informal discussion contact:** Fiona Martin, General Manager | [fmartin@wycombeswan.co.uk](mailto:fmartin@wycombeswan.co.uk)

**Closing date:** Friday 22<sup>nd</sup> February

**How to apply:** Complete the application form and submit with a covering letter to [admin@wycombeswan.co.uk](mailto:admin@wycombeswan.co.uk) with the subject title 'Events Sales Manager'. Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board! Enclose a CV too if you wish.

## REPORTING

You will report directly to the General Manager.

### Operational

- To directly assist the General Manager in the achievement of Wycombe Swans' annual business plan, through the development and delivery of Wycombe Swans' event led business.
- To work with the Marketing and Sales Manager in the identification of cross and upselling opportunities to corporate clients, using AV as a single database and CRM tool.
- To create and maintain a database of current and previous users for use in promoting special offers e-shots and any other promotional activity.
- Will proactively promote, sell and network the creative spaces to deliver increased sales and events to new and existing customers and corporate clients.
- Liaise with technical staff to ensure timely and correct set up and delivery of operation aspects of events including lights, sound, staging etc.
- In collaboration with the Front of House Manager, achievement of the smooth operation of events, and achievement of HQ Theatre's Customer Service standards.
- Provide on-site management to ensure the correct delivery of events.
- To support the General Manager with departmental responsibilities for both the Hospitality , Duty Managers and Events teams

### Finance and Administration

- To ensure the profitability of individual events by creating mini P&L's for them, in agreement with the General Manager.
- To ensure the completion of event tracker weekly as well as budget and reforecast setting for events when required.
- Work with the General Manager and Theatre Director to ensure all key dates are held for forthcoming events, ensuring the most profitable programme mix is delivered throughout the year
- To administer events correctly from contract stage through to final financial settlement and customer feedback working with the Venue Administrator.
- To produce invoices and process banking in accordance with company standards, procedures and policy.

## Strategic

- To build the Town Hall and Oak Room into Wycombe's leading wedding and events facility through strategic marketing.
- To promote the Wycombe Swan through a series of relevant tactical marketing activities in partnership with the Marketing Department, representing the Wycombe Swan at key local networks as well as attending relevant forums and events.
- Attend and contribute to the HQ Theatres and Hospitality group Event Forum, supporting creation and delivery of key events including Christmas activity.

## Health & Safety

- To understand and have a working knowledge of all current Health and Safety legislation, Licensing regulations and Food Hygiene legislation and to be conversant with the rules contained therein.

## Recruitment, Training and Development

- Undertake training and development relevant to the successful execution of the job role.

## OTHER DUTIES AND RESPONSIBILITIES

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- The post holder will carry out any other duties as appropriate to the post and as requested by the Theatre Director and General Manager.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

## PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

### Essential

#### Experience

- Experience in the leisure and hospitality sector including event management
- Experience of working with clients to facilitate large conferences and dinners
- Minimum three years' experience in sales
- Proven record of positive sales impact

#### Skills

- Excellent phone manner, confident with Cold Calling and confident with face – face meetings
- Comfortable working under own initiative & to have a positive & proactive approach to work
- Confident networker who can quickly develop a strong network of contacts
- Ability to prioritise own workload and meet deadlines
- Positive approach to problem solving
- Ability to work effectively as part of a team

#### Knowledge

- Strong computer skills, including Excel and Word
- Excellent communication skills, both verbal and written
- Excellent organisational skills
- A knowledge of e-communication and social media
- A knowledge of events and hospitality marketing activities

### Desirable

- Qualification in Event Management
- Experience of staff management/supervision
- Experience of creating effective marketing material
- Experience of a multi-functional catering operation