

Job Description

Job Title: Events & Projects Coordinator

Name of Jobholder:

Salary:

Hours: 35 hours

Reports to (title): Events & Projects Manager

Department: Operations

Date: January 2022

Main Purpose of the Job

To plan and co-ordinate internal and external events by communicating with all stakeholders in a timely manner and by producing detailed function sheets that accurately outline each events requirements.

To contribute to the annual sales target by encouraging repeat business and constantly seeking opportunities to upsell to event clients.

Performance/Responsibility

- To co-ordinate all event details and produce a function sheet for all events
- To support sales team facilitating show-rounds with potential clients to show them our facilities, successfully converting enquiries
- Conduct post-event calls/complete Venue Verdict details and generate feedback and analysis on all events with a view to improving the overall service standard of EOT
- To help co-ordinate domestic cricket and assist with the international match day co-ordination & concert hospitality co-ordination and any other events at the Club
- Ensure minimum contracted numbers are achieved
- Promotion of our facilities to new and existing clients through a pro-active approach
- Assisting in implementing the sales strategy for encouraging repeat business and up-selling
- To manage internal meeting requests as and when required
- To co-ordinate, manage and deliver internal events such as the Team Talk and the Red Rose Awards
- To maintain regular and effective communication between all relevant departments

Pro-active

- Regularly following-up with clients post-event to ensure requirements were met and to secure future sales and revenue opportunities
- Assisting in implementing the sales strategy as set by the Head of Venue Sales; including strategies for encouraging repeat business and up-selling/cross selling
- To manage regular client accounts to develop repeat and new business
- To support the Business Development team with entertaining and attendance at networking events, exhibitions, open days and FAM Trips as and when required

Guest Service

- To deliver an outstanding guest experience in all processes and procedures, continually looking at how we improve our service delivery
- To meet and greet clients on the day of their event

Administration

- Use of the conference and events booking system to update and maintain client details and outline communication with that client
- Ensure an efficient tracking system of all event paperwork
- Ensure operations team receive and review all health and safety documentation for confirmed events in good time, so that any queries can be addressed and paperwork can be signed off in advance of events
- Co-ordinate and complete all contractual activity with clients to ensure effective order completion and invoicing
- Ensure accurate and regular entry and administration of databases and booking systems
- Promote and update the marketing promotional event support tracker with upcoming events and advise the marketing team of any key upcoming events

Other

- Attendance at the weekly operations meeting
- Attendance at the weekly hospitality sales meetings as and when required
- To handle any complaints promptly and professionally, demonstrating genuine care and concern
- To support the event sales team and wider operations team as and when required, subject to workload
- To support the wider team at EOT by providing operational support at concerts, cricket and other events
- Take responsibility for own lieu time – ensure this is signed off with your line manager on a weekly basis and taken within the agreed timescales
- Take ownership of own weekly rota based on events that week– ensuring the office/phones are covered by a member of the event co-ordination team

Knowledge / Experience / Skills Needed

Overview: - *Working in the events operations team, the ideal candidate will have at least two years venue-based experience of planning and co-ordinating a variety of events in the conference and events industry. Pro-active, with exceptional standards of client care and meticulous attention to detail.*

- Excellent administration skills, strong attention to detail and the ability to prioritise workload to be able to meet strict deadlines and co-ordinate multiple events of varying sizes
- Ability to deliver high standards of client care
- Effective communicator – both verbal and written
- Ability to work under pressure
- IT literate with strong working knowledge of Microsoft packages, particularly Word, PowerPoint and Excel. A working knowledge of Delphi.fdc would be very useful
- Flexibility in hours and days of work, particularly during the cricket/concert season
- Sales experience
- Strong negotiation skills

Assignment and planning of work
(who will assign work to the person)

Most of the work is generated by contracted bookings passed over from the C&E Sales Team and assigned by the Events & Projects Manager. Other work is assigned by the Senior Events & Projects Manager and ultimately the Head of Events Operations.

Agreed and signed by

Jobholder

Manager

Date

Date to be reviewed
