



## **Event Sales Manager**

**The Honourable Society of the Middle Temple - City of London**

**Salary range £33-35,000 per annum plus excellent benefits**

This is a fantastic opportunity to work at one of London's most prestigious venues as Event Sales Manager. You will be working with an excellent team in central London, selling and promoting the beautiful letting spaces available to commercial clients as both an event and filming location. In addition you will be managing the events diary to maximise the venue space, up-selling and cross selling all services. Being responsible for two direct reports. You will be an experienced event sales person with some operational experience and a banqueting/events background.

As the Event Sales Manager you will have the following skills and experience:

- Strong understanding of the catering, banqueting, event management industry
- Target driven/sales focused with strong negotiation skills
- Diary/ revenue management experience
- Customer focused
- Strong communication and presentation skills
- Confident self-starter and good team player
- Relationship builder

You will also be required to attend customer meetings and industry events for venues mainly within London, working irregular hours as the role demands. You will have a proven track record in event sales, be highly motivated, hardworking and entrepreneurial, result orientated with a strong desire to drive growth.

The successful candidate will enjoy excellent benefits including a generous pension scheme, private medical and life cover as well as a generous leave allowance.

To apply, please send a letter with your CV explaining how you qualify for the role, what you would bring to it, and why it is a natural next career step for you, to Sophie Frankis at: [recruitment@middletemple.org.uk](mailto:recruitment@middletemple.org.uk).

The closing date for receipt of applications is **Sunday 24<sup>th</sup> April 2016**.

Due to the volume of applications received, we cannot contact all unsuccessful applicants in person. If you do not hear from us within four weeks, please assume your application has not been successful on this occasion.

The Honourable Society of the Middle Temple is an Equal Opportunities Employer.



## **JOB DESCRIPTION**

**Job Title:** Event Sales Manager  
**Department:** Catering and Events Department  
**Reporting to:** Head of Catering and Events  
**Line manages:** Events Co-ordinators

**Location:** Middle Temple Hall– London – EC4Y 9AT

**Job Purpose:** The purpose of the Event Sales Manager is to work closely with, and independently of, the HOCE, in promoting and selling Middle Temple as a venue for events. The Event Sales Manager will also be involved in promoting events.

## **Background**

The Honourable Society of the Middle Temple is one of the four ancient Inns of Court.

Notwithstanding its exceptional history, it has a modern, commercial approach in optimising the use of its beautiful estate. We now seek a highly driven Event Sales Manager to develop and implement a strategy which expands the business dramatically.

Middle Temple Hall was built between 1562 and 1573 and remains virtually unchanged to this day having survived the Great Fire of London in 1666 and both World Wars. It is one of the finest examples of an Elizabethan Hall in the country. The Hall measures 101 feet long, 41 feet wide and 59 feet high at the apex.

Middle Temple continues to service the legal profession today, and also houses some of the most imposing event space in London available for formal dinners, weddings, meetings, receptions, corporate events, garden parties and outdoor functions. Middle Temple is also a popular location for filming.

There are several letting spaces available with capacities ranging from 4 to 1000.

The catering is run in house under the supervision of the Head of Catering and Event and an accredited supplier list is in place to enable clients to choose from a wide selection of caterers and other suppliers.

The Event Sales Manager will be responsible for achieving the sales target by selling the letting spaces and merchandise at Middle Temple for commercial events including promoting The Middle Temple as a filming location and liaising between departments and internal service providers to ensure the operational success of all commercial events.

### **Key Accountabilities**

- Accountable to the Head of Catering and Events for achieving the annual commercial sales target.
- Line Management of the Events Co-Ordinators; responsible for objective setting, performance appraisals, agreeing sales targets, personal development and training plans

### **Key Responsibilities**

- Market sector analysis of the business opportunities.
- Revenue management through effective diary management, maximising event space.
- Assisting in the preparation and the implementation of an annual marketing plan for the promotion of the events facilities at The Middle Temple.
- Maintaining and increasing the annual commercial sales target (currently revenue is c. £1,300,000 per annum).
- Identifying new commercial opportunities (outside of the legal profession) and revenue streams to increase income and instigating sales campaigns to gain new business and high profile events.
- Managing a customer retention programme to increase the number of regular and repeat events.
- Efficient and accurate quoting to clients and keeping accurate records of all negotiations with clients and internal service providers.
- Conducting site visits, organising familiarisation trips with a view to gaining more business and attaining a conversion rate.
- Ensuring contracts are accurately prepared and all paperwork is completed within the set guidelines.
- Complying with the Sales Ledger procedures.
- Producing accurate event sheets for each event according to set procedures as well as liaising with all operational departments (Front of house/ technical/ catering/ facilities/security) within the set guideline.
- Ensuring all event information is recorded on the venue management software.
- Up selling the Inn's merchandise to customers.
- Producing monthly sales forecasts reports for the Head of Catering and Events.
- Monitoring all online opportunities for promoting The Middle Temple and suggesting cost efficient solutions.
- Ensuring all collateral materials, both online and hard copy is up to date and effective as sales tools.
- Formation of partnerships that might lead to an increase of sales.
- Manage the vetting process of external suppliers and commission.
- Monitoring and producing monthly reports on ROI on all advertising carried out.
- Assisting with the organisation and planning of large scale events.
- Working closely with other departments and staff, e.g. responsible for communications so as to have a cohesive approach.



## **Personal Specification**

### **Essential Experience:**

- The candidate must have considerable event sales and event operational experience from a similar conference / banqueting/ events or hotel environment.

### **Essential Core Skills:**

- Creative approach to all aspects of work.
- Proven sales skills and a track record of achieving and exceeding sales targets.
- Ability to establish and implement effective events management systems and procedures.
- Proven contract negotiation with commercial approach and management skills.
- Proven ability to work well under pressure.
- Knowledge of health and safety and licensing requirements with reference to events
- Excellent eye for detail and ability to meet deadlines.
- Excellent IT and office skills.
- Excellent organisational skills.
- Proven ability to write and manage event budgets.

### **Essential People Skills:**

- Confident self-starter and good team player.
- Excellent written and oral communication skills.
- Ability to develop positive relationships with internal stakeholders and external clients.
- Networking skills.

### **Other:**

- Ability to work irregular hours as the job demands.
- To carry out any other reasonable duties in line with the post as may be required from time to time, including attendance at promotional events, both internally and externally and manning stands at exhibitions on behalf of The Middle Temple, and as requested by the Inn's management.

### **Important:**

This Job Description reflects the current situation. It does not preclude change or development that might be required in the future. The list of duties is not exhaustive. The position of a duty on the list is not necessarily indicative of its importance.