

Hospitality Events Sales Manager

SOUTHEND THEATRES

Job Description
Person Specification

January 2019

southendtheatres.org.uk
hqtheatres.com



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

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.

Southend Theatres provides a stunning range of live entertainment, theatre and dining in our two venues, the **Cliffs Pavilion** and the **Palace Theatre**, in the heart of Southend-on-Sea.

The Cliffs Pavilion 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.

The Palace Theatre, which opened in 1912, is a delightful Edwardian theatre retaining many features from its music hall origins, and includes The Dixon Studio located on the first floor. The studio is regularly used for a range of small-scale presentations including both amateur and professional productions, stand-up comedians and children's theatre.

Employment type: Full Time

Salary: Salary in the region of £28,000 + commission on bookings

Bonus potential: You will have the opportunity to earn a performance-related discretionary bonus, linked to successful achievement of agreed objectives.

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

Work location: You will be based at Southend Theatres Ltd and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

Our ideal candidate: We are looking for someone who can proactively attract corporate partners, drive up private hire use by converting enquiries into sales and generally promote our fantastic hospitality facilities and services.

For an informal discussion contact: Hayley Overy, Hospitality Manager
hayleyo@southendtheatres.org.uk

Closing date: Thursday 21st February 2019

How to apply: Send your CV and a covering letter to samf@southendtheatres.org.uk. 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!

PURPOSE OF THE ROLE

With a focus on the corporate and private market, assist in developing the Hospitality events programme and where appropriate, other aspects of the Hospitality function through a variety of marketing, awareness driving and promotional activities.

Play a key role in the design and preparation of advertising materials, as well as assisting in delivering the associated aims and objectives of the Southend Theatres Ltd Business Plan.

Undertake appropriate specific Hospitality projects (suitable to this post) as directed by the Hospitality Manager.

Maintain and build on working relations between Hospitality and Marketing departments, ensuring the most effective methods of communication and joint working, benefiting from existing partnerships and sharing good practice.

REPORTING

You will report directly to the Hospitality Manager.

KEY ACCOUNTABILITIES

Business Growth and Planning

- Promote the venue and associated spaces to maximise revenue from both the corporate and private market.
- Undertake effective promotional and awareness raising campaigns to support above aim.
- Be the main point of contact for function room enquiries taking the lead in selling function room spaces to corporate and private hirers. Convert maximum number of enquiries into sales.
- Work with the Hospitality Conference and Events team to develop service and experience.
- Support the Hospitality Manager in the promotion of events and retail Hospitality related activity as requested.
- Assist the Hospitality Manager in the planning and delivery of large-scale events.
- Proactive sales management approach including but not limited to promoting venue function rooms at trade shows and attending appropriate networking events.

E Marketing

- Social media management including Facebook, Twitter, Pinterest and other relationship growth mechanisms such as LinkedIn.
- Plan and deliver innovative ways of marketing and promoting the Hospitality function. Explore, identify and exploit emerging trends on line and actively grow media presence.
- In conjunction with the Marketing Team develop, improve, and maintain website facilities.

Printed Publicity/Materials

- Assist in the design and maintenance of promotional material including but not limited to brochures.
- Maintain local awareness through use of the above (e.g. newspapers, local businesses, leaflet drops).
- Ensure the Marketing Manager approves all publicity prior to committing to print.

Relationships and Profile

- Manage key external relationships including but not limited to media partners.
- Attend networking events as directed by the Hospitality Manager to promote the venues.
- Develop relationships within the local and regional corporate market.
- Work closely with the Marketing Team to maximise efficiency and effectiveness of all promotional and marketing activity.
- Attend departmental and management meetings as required.

Other Duties

- Undertake training and development as seen appropriate to the post.
- Undertake duties as directed by the Hospitality Manager or Theatre Director that are appropriate to the post.
- Carry out any other duties as appropriate to the post and as requested by the Theatre Director.

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:

- An understanding of events and venue promotion methods
- A knowledge of e-communication and social media
- A knowledge of events and hospitality marketing activities
- Previous experience of event promotion and organisation
- Experience of working within the corporate events market.
- Some experience of working to an agreed budget (preferable)
- Competent computer literacy, including Word and Excel
- Excellent verbal communication skills
- Good written and administrative skills
- Proven ability to manage own workload, prioritise tasks and meet deadlines
- Professional, personable and presentable with an outgoing personality
- Able to follow instructions accurately
- Self-motivated and able to work effectively and positively, both independently and as part of a busy team
- Able to operate in a calm, courteous and professional manner at all times and in particular when under pressure
- A flexible and positive attitude towards the Hospitality operations and Southend Theatres' business requirements
- A positive attitude towards learning and personal development
- Available to work occasional evenings and weekends as required
- A car owner and driver, willing to drive for work related reasons if required
- Willing to conform to dress code