

## JOB DESCRIPTION AND PERSON SPECIFICATION

### Wedding & Events Sales Manager – Wycombe Swan Maternity Cover

#### INTRODUCTION

Wycombe Swan, part of HQ Theatres & Hospitality, is a vibrant and dynamic place to work, in 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.

Venue(s):	Wycombe Swan Theatre Complex
Reporting to:	General Manager
Job objective:	<ul style="list-style-type: none"><li>- To oversee the sales and enquiries for all events.</li><li>- Support the General Manager in maximising income potential on all events to achieve financial targets.</li><li>- Allocate the appropriate management to events and ensure all financials are recorded and cost to budget correctly.</li><li>- To ensure function enquiries are converted to confirmed bookings.</li><li>- Recording of all enquiries, converted or not, to the enquiry database.</li><li>- To liaise and work with the Marketing department to ensure event ticket sales are met.</li></ul>

#### KEY RESPONSIBILITIES:

##### Sales & Events

1. Working with the Hospitality management team to ensure the financial success of all events.
2. Work with the senior Hospitality and Marketing team to ensure the events hit ticketed sales targets through strategic marketing campaigns.
3. Ensure all pricing meets the budgeted GP's whilst providing value for money to our customers.
4. Build the Town Hall and Oak room into Wycombe's leading wedding and event facility through strategic marketing.
5. Strategically plan and implement a targeted growth plan for conference & events.
6. Ensure all enquires are converted to actual bookings.

7. As required, work with the hospitality team to deliver events to the highest standard.
8. Implement an event feedback programme allowing the continual improvement of events.
9. Produce, maintain and develop the wedding packages to the HQTTH standard.
10. Working with the senior hospitality team, create new event concepts and refresh current offerings.
11. Undertake venue show rounds in order to sell the venue to potential customers and convert enquires to confirmed bookings.

### **Finance Management**

1. Ensure hospitality teams work towards increasing sales and maximising profitability.
2. Create and manage all event invoices ensuring payments are made on time.
3. Ensure HQT&H cash and security policies and financial procedures are adhered to.

### **Staff Management**

1. Where operational responsibilities cross into theatre departments, ensure effective communication and support clear procedures. Create and sustain positive cross-departmental working relationships.
2. Produce and discuss event financial information at weekly sales meetings.

### **Other Duties and Responsibilities**

1. Working alongside senior hospitality managers and as a key member of the team, ensure business objectives are achieved through effective joint working.
2. Where appropriate undertake responsibilities as a key holder of the building, ensuring smooth and safe daily operations and security procedures are maintained.
3. The post holder will carry out any other duties as appropriate to the post and as required by General Manager and/or Theatre Director.

Salary Circa £22,000 per annum dependant on experience. Hours will include some weekends and evenings as dictated by business requirements.

### **Application Process**

To apply please send a CV and covering letter to Sam Ison General Manager [sam@wycombeswan.co.uk](mailto:sam@wycombeswan.co.uk) or call 01494 552885 for more information.

Closing date for applications is 12pm on Friday 29 May, interviews to be held on Thursday 4 June.

*This Job Description is current at commencement of employment. In consultation with you it is liable to variation by management to reflect or anticipate changes in or to the job.*

**PERSON SPECIFICATION**

Relevant sales experience in an event/hospitality environment.	
Excellent customer service and communication skills.	
Target driven.	
Ability to respond positively to a pressurised environment and adopt a positive approach to problem solving.	
Advanced IT skills in Excel and Word.	

**DESIRABLE**

Experience in finance management.	
Experience of a multi- functional hospitality operation.	

**PERSONAL**

Ability to work flexible hours including evenings, weekends and Bank Holidays as required	
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