

## **Sales and Events Manager**

“One cannot think well, love well, sleep well, if one has not dined well.”

[Virginia Woolf, \*A Room of One's Own\*](#)

### **VACANCY REFERENCE CODE: 48/2019**

*Please quote this code on the application form*

**Based at:** Calderstones Site, Liverpool, L18 3JD

**Reporting to:** Director of Social Enterprise

**Salary:** £22,000 – £27,000

**Hours:** 35 hours per week over a 7 day weekly rota

**Duration:** Permanent

### **About the Role:**

This individual will be responsible for the overall sales and delivery of all events at the International Centre for Shared Reading.

The Sales and Events Manager will be based at Calderstones, where The Reader is developing its International Centre for Reading and Wellbeing. Hospitality will be a key element of this venture, with any profits reinvested into projects that improve the quality of people's lives.

### **Role Responsibilities:**

This role is an exciting opportunity for a motivated individual with fantastic sales skills and high levels of organization and resilience. You will be working closely with the Head of Site Operations, Director of Social Enterprise, the Head of Programmes and the wider Directors Group to ensure that our ethos, values and vision continue to be at the forefront of what we do at Calderstones.

You will have overall event delivery responsibilities on site facilitating a smooth “Front of House” service for all of our beneficiaries, customers and staff.

You will be responsible for meeting sales targets set by Directors group

Your main responsibilities will be:

- Deliver excellent customer service
- Develop and strengthen link between with the Events team and the Programme team
- Create a dynamic platform for your event delivery team to flourish and develop

Event sales

- Developing the sales lead pipeline including responding to enquiries received and generating new leads
- Secure event bookings in line with the Reader Pricing Structure
- Develop a strong understanding of the financial model of the Events business unit
- Report Weekly/Monthly to the Director of Social enterprise regarding sales figures and delivered events.
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**Event management**

- Manage each event from inception, through delivery including post event feedback where appropriate
- Work Closely with Catering team to deliver catered events
- Work with teams across the organisation to ensure that every event secured runs smoothly including for example liaison with our finance team to ensure payments have been made and operations teams
- Develop creative solutions to fill gaps quickly and efficiently
- To breed and oversee a level of excellence throughout all events staff.
- Be a Strong leader
- Be a key holder for the Calderstones site.
- Confidently deal with sudden challenges or problems in a professional and assertive manner

**Personal Specification**

<p>Knowledge/ Technical Skills</p>	<ul style="list-style-type: none"> <li>• Self-motivated and Sales driven (E)</li> <li>• Minimum of 2 years events delivery experience(E)</li> <li>• Skilled Negotiator (E)</li> <li>• Superb Customer Service (E)</li> <li>• Excellent Communications Skills (E)</li> <li>• Excellent Organisational Skills (E)</li> <li>• Relentless work ethic (E)</li> <li>• Emotionally intelligent and resilient (E)</li> <li>• Strong Leadership skills (E)</li> <li>• Ambitious and willing to learn (E)</li> <li>• Experience of delivering weddings and similar events (D)</li> </ul>
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\* E = Essential     D = Desirable

**How to Apply**

- Note. Please do not just send in a CV. We will only consider applications that adhere to the following process -
- Visit [www.thereader.org.uk](http://www.thereader.org.uk) and select the 'Get Involved Section' where you will be able to view the full job description, recruitment pack and download an application form. Please complete the application form and submit to [kateharrison@thereader.org.uk](mailto:kateharrison@thereader.org.uk)

**Deadline for applications: Wednesday 24<sup>th</sup> July 2019, 9am**

- NB: applications arriving after 9am will not be considered
- A high volume of applications may make replies to everyone impossible.

**Selection Process:** If successful at shortlisting you will be invited to attend a panel interview. You may be required to complete a selection task at the interview if this is the case you will be informed of this prior to the interview date.