



## Role Profile

<b>Job Title:</b> Sales, Marketing and Events Officer	<b>Role Profile Number:</b> OPN121
<b>Grade:</b> N	<b>Date Prepared:</b> 29/10/21
<b>Directorate/Group:</b> Operations	<b>Reporting to:</b> Operational Lead - Sales, Marketing, Conferencing and Events
<b>Structure Chart attached:</b> Yes	No

### Job Purpose

We are seeking an organised, dedicated and dynamic individual who will support the Hospitality structure at Lydiard Park and the wider outlets in the Borough. Led by the Operational Lead for Sales, Marketing events, the post holder will be paramount to the coordination of events held in the Hotel and conference centre and the larger events in the outside of the park. The post holder will also support in the booking of guest services in the park, events and the administration for the management of the structure.

### Key Accountabilities

- Support with the selling of events in the Hotel, Conference Centre and wider park
- Acquiring and securing revenue through events under the direction of the Operational Lead
- Showcase our product in the Hotel, Conference Centre and wider park to prospective clients, be the face of the brand
- Ensure health and safety and risk assessments are completed for all events under guidance of the Operational Lead
- Support and manage the administration of guest bookings for events, hotel rooms, weddings and wider park services
- Support in the invoicing process for events and purchase orders for the hire of equipment under the direction of the operational lead.
- Support with the tendering and procurement processes across the park structure
- Support and manage the administration duties of the Head of Hotel, Conferencing and Events and their direct reports
- Support and lead with the delivery of a guest journey, brand standards and standard operating practices vision
- Able to influence all levels and clients in selling and promoting events
- Have a clear understanding of social media and the marketplace in marketing the events and hospitality package at Lydiard

- Have a clear understanding of website management and supporting the Operational Leads in marketing our product online and keeping it up to date.
- Manage the assistant sales, marketing and events officer to ensure social media, the website and communication channels are checked regularly and provide content and support with guest communication.
- Working with the museum service and wider borough to ensure all aspects of our offer is marketable and in the public eye
- Lead the Hospitality team members in brand standards
- Be present at events where needed and support with the execution to ensure all feedback is positive
- Supervise, Manage and coordinate all events which have been organised within the structure. Coach, lead and engage team members pre shift and post shift. Create action plans to share with the team to ensure future events run smoothly and best practices are learnt and shared across the structure
- Help develop and oversee the creation of event blue prints and price plans to ensure events can be organised with ease and to provide a professional service to clients
- Be accountable in the absence of the Operational Lead for all event organisation and coordination

#### Supplementary Accountabilities

- To support in the procurement of Hotel Services and food services with guest choice at the forefront of decisions
- Be able to work unsociable hours across a 7 day week
- Ensure all Health and Safety tasks are managed and completed within the structure in compliance with current legislation.
- Flexible to work at different locations across the Structure and wider Borough.
- Supervise team in the hotel and outlets when needed

#### Knowledge & Experience

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:*

- Sales and Marketing- demonstrable experience
- Wealth of knowledge on social media and website management
- Health and Safety Knowledge

#### Qualifications

- Personal Alcohol Licence is desired
- Degree or equivalent HND qualification is desired

### Decision Making

- The acquiring and execution of events in the park and hotel
- Contracts and management of third parties and adherence to risk assessments and health and safety

### Creativity and Innovation

- The delivery of brand standards and standard operating practices for a faultless guest journey
- Development of products and services - must be adaptable and flexible to the changing marketplace
- Organise events which maximise revenue and draw in large numbers

<u>Job Scope</u>  Number and types of jobs managed <ul style="list-style-type: none"><li>• Matrix management- Grading will allow the postholder to supervise shifts and team members across the structure</li><li>• Assistant Sales, Marketing and Events Officer</li></ul> Typical tasks supervised/allocated to others <ul style="list-style-type: none"><li>• Service delivery</li><li>• Admin</li><li>• Email response</li></ul>	Budget Holder  Responsibility  Asset Responsibility:	REVIEWER
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### Contacts and Relationships

*(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

- General Public/Guests
- Third Party event companies
- Directors

### Other Key Features of the role

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

<b>Employee Signature:</b>	<b>Print Name:</b>
<b>Date:</b>	
<b>Line Managers Signature:</b>	<b>Print Name:</b>
<b>Date:</b>	