



## **Event Sales Manager Dovecot Studios**

<b>Location:</b>	<b>Edinburgh</b>
<b>Salary:</b>	<b>£25k-£30k</b>
<b>Reports to:</b>	<b>Head of Commercial &amp; Operations</b>
<b>Full time:</b>	<b>40 hours per week excluding breaks</b>
<b>Days:</b>	<b>5 days out of 7 with evenings and weekends as required</b>
<b>Pension:</b>	<b>Dovecot operates a group pension scheme</b>
<b>Annual Holidays:</b>	<b>28 days + 9 bank holidays pro rata</b>

### **Location**

Dovecot is a world-renowned Tapestry Studio, events venue and tourist attraction featuring art exhibitions, retail and café, within the heart of Edinburgh's City Centre

### **The Role**

Your role is to sell all venue hire events at Dovecot and to increase revenue by maximising sales and income from each of the unique spaces. Dovecot hosts a range of high profile events including weddings, parties, conferences, private views and bespoke events and is renowned for its premium level of service and delivery. You will identify sales leads and pitch our services to new customers. Working alongside the Events Venue Manager, you will deliver first class event hire service for clients and maintain exceptional customer service for all visitors while working sensitively within Dovecot's wider brand and position in the art world.

Reporting to the Head of Commercial & Operations, you will be able to think strategically and analytically, set, track and deliver sales targets and communicate effectively to get results. Excellent written and verbal communication skills are essential. The job is perfect for a candidate with a demonstrable track record of sales, looking to take their next step and assume a significant level of autonomy and responsibility.

### **MAIN DUTIES AND RESPONSIBILITIES:**

To maximise sales of the spaces within Dovecot and deliver a first-class venue hire and event management service. The post holder is required to work flexibly to ensure business needs are met, across a seven-day week, with evening and weekend work. Dovecot is primarily closed on a Sunday-opening for events such as Edinburgh Festival or other private venue hire events. This role will require some level of manual handling, for example moving tables and chairs to achieve room set-ups, as well as a knowledge of technical equipment.

### **Sales, Revenue & Income Targets**

- Contribute to setting weekly, monthly and annual sales strategy with the Head of Commercial to achieve annual target of £250k+ from venue and equipment hire, and catering.
- Plan, deliver and manage sales and income for each of Dovecot's unique spaces.
- Respond to enquiries within 24 hours, prepare proposals, quotes and conduct site visits.
- Prepare contracts and invoices.

- Generating new business connections and increase the conversion of enquiries to bookings.
- Grow client database to increase occupancy from regular clients, high-profile events and forge partnerships to ensure repeat bookings.
- Provide analysis of client and visitor information to Head of Commercial & Operations to help maximise future sales and improve future programming.
- Maximise the use of Artifax software as a customer relationship management tool and work with the Marketing Manager to evaluate market research, set pricing and devise promotional strategies.
- Oversee the distribution of venue hire marketing materials, host FAM trips and attend client events and trade shows to represent Dovecot
- Support Dovecot team networking efforts with corporations, associations, and other organisations for marketing purposes.
- Complete regular reviews of our competitors and maintain a bank of relevant competitor information.

### **Events**

- Work with the Events Venue Manager to set-up and deliver events, with an ability to work flexibly to cover evenings and weekends as required.
- Work closely with the wider Dovecot team to develop Dovecot's public events programme in tandem with venue hire events and sales strategy.
- Update and maintain the Artifax calendar and share to the wider team.
- Complete risk assessments.
- Prepare and be responsible for job sheets for events, set-up and de-rig of spaces.
- Liaise closely with contract caterers to provide a high standard of service to all clients.
- Negotiate with external suppliers, including AV, equipment hire, catering etc. ensuring lowest cost and highest quality of service.
- Check all equipment is functioning in the events areas.

### **General**

- Act as Duty Manager and be one of the emergency points of contact for the Dovecot building – Monday to Sunday 24/7.
- Keep Dovecot office and public spaces clean, tidy and safe at all times.
- Adhere to Health and Safety objectives at all times and report any H&S instances.
- Flexible working, usual hours 9am-6pm. Will require weekend and evening work.
- Undertake such other duties as may be reasonably required to ensure the smooth operation of Dovecot.

This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of Dovecot. This job description may be reviewed and updated annually.

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. As part of our equal opportunities monitoring process we will email all applicants an equal opportunities form to complete and return.

## Event Sales Manager Dovecot Studios Ltd

Person Specification		
	Essential	Desirable
Skills/Abilities	<p>Excellent people management, project management, administrative and organisational skills.</p> <p>Strong commercial skills in negotiation, liaison and ability to build and develop relationships with a range of customers and stakeholders.</p> <p>Target driven and numerate with excellent sales skills.</p> <p>Proven ability to contribute and successfully deliver against a business strategy.</p> <p>Excellent communication and written skills.</p> <p>Initiative and a proactive approach to problem solving.</p> <p>Computer literate with proven ability to use Microsoft Word, Excel and PowerPoint.</p>	<p>Understanding of mixed model economy cultural organisations.</p> <p>Ability to source or deliver appropriate training and skills development programmes.</p>
Knowledge	<p>An understanding of personal and collective responsibility with regard to Security and Health &amp; Safety regulations and procedures.</p> <p>Knowledge of marketing and PR, including digital technology and interactive media.</p> <p>Awareness of the issues and challenges associated with engaging with young people and harder to reach groups.</p> <p>Commitment to equality and diversity</p>	<p>A knowledge of modern and contemporary visual arts and design.</p>
Qualifications and Professional training	<p>Educated to higher level in a relevant subject, or equivalent experience</p>	<p>Scottish Personal Licence Holder First aid and/or health and safety trained. IOSH trained</p>
Experience	<p>Two or more years of proven experience in delivering sales through development of business relationships, ideally in a target-led events, retail, gallery or arts sector.</p> <p>Experienced in managing relationships at a senior level and leading a team of customer-facing staff.</p> <p>A track record of increasing and sustaining sales growth and profitability even in challenging market conditions such as the current economic climate.</p> <p>Specific experience of setting, monitoring and controlling project budgets.</p>	<p>Management and organisation of high-profile and VIP events.</p> <p>Proficient in motivating and developing an effective team.</p>
Other requirements	<p>A flexible and adaptable approach to working hours that will include some evening and weekend work.</p>	<p>Good business acumen with a creative and commercial outlook.</p>