



St Martin-in-the-Fields

Events and Sales Manager Application Pack

End date – 17 June 2019

Who we are

St Martin-in-the-Fields is a unique configuration of cultural, charitable and commercial initiatives rooted in the life of a vibrant Church of England congregation. Our vision is *At the heart. On the edge*. This declares that we see ourselves at the heart of London, through our location on Trafalgar Square, and of the nation, through our 500-year links with the royal family, and also of the church, through our national profile gained through nearly a century of broadcasting and our flagship role in social issues – but also appealing to the heart through our long tradition of choral and classical music and our reputation for compassion gained through a century of engagement with poverty and destitution. It also names our calling to be on the edge, not just of Trafalgar Square but alongside those on the edge through being excluded, ignored or oppressed by society or church, and on the cutting edge of innovation in culture, commerce, charity and congregational life.

About the department

St Martin-in-the-Fields is a unique venue located in the heart of Trafalgar Square, central London. We offer a range of flexible spaces for meetings, conference and events of both a contemporary and historic nature. We offer good value for money, complimentary Wi-Fi and a great in house catering team to meet a variety of requirements, from simple sandwich lunches to gourmet seated dinners and everything in between. All profits from our events business support the work of the church with its particular focus on helping homeless and vulnerable people.

The spaces can be used for a wide range of events for corporate, charitable or private hire including, conferences, meetings, receptions and training events. In addition to these we can cater for parties, book launches, rehearsals, dinners and weddings.

With a brand new and exciting upgrade taking place in October 2018 to St Martin's Hall– namely brand new AV, we are keen to let the market know about this enhancement and attract new conference business.

St Martin's has the following spaces to hire:

- 3 meeting rooms accommodating 6, 10 and 22 guests
- St Martin's Hall suitable for up to 120 theatre style or up to 200 for a reception
- The Gallery for up to 150
- The Crypt suitable for up to 500 guests
- The Courtyard suitable for up to 150-300 guests

These spaces can be hired individually, as a suite of rooms or breakout spaces.



About the role

The Events and Sales Manager will proactively generate and secure new leads for meetings and conference in line with St Martin's ethos and values, proactively upsell the full package of services available and look after our existing client base. In this role you will work closely with the Café Management team and Executive Chef to deliver events across the site, and the Marketing team to increase awareness and effectively market the event spaces for hire.

You will be managing an Events team of three, leading by example and be proactive and innovative in delivering events across the site. Over recent months there has been a drive to secure new conference and meeting business for events at St Martin's. We have set some ambitious targets for 2019/2020, and are looking for a driven person to motivate the team, add value and deliver the results.

St Martin's is surrounded by numerous local businesses, office and work spaces, corporate and individual companies, as well as major tourist attractions, shops, restaurants and has great transport links.

Working at St Martin's

Based at: St Martin-in-the-Fields, Trafalgar Square, London.

Working pattern: In general will be Monday to Friday, however there is weekend work for some event bookings, 40 hours per week, including early mornings and evenings.

Salary: £30,000 – 35,000 per annum, depending on experience, plus Workplace Pension.

Free meal on duty, free filter coffee and tea throughout your working day, 20% discount in the Café in the Crypt/Courtyard and Shop (excluding books and limited concert concessions).

Holiday entitlement: 25 days holiday plus bank holidays

Notice period: one month

Job Profile

Sales and marketing

- Set and deliver annual events budget, forecasting activities and agreed KPIs
- Development of new business with a focus on the conference and meetings market
- Implement sales and marketing targets as set in yearly budget, including strategies for encouraging repeat business and up-selling
- Generation of new bookings through securing repeat business and referral business from current clients – including calling key clients on a regular basis
- Develop good working business relationships with other venues and organisers
- Increase venue awareness through attendance at trade shows, exhibitions and networking events
- Liaise with Head of Marketing over marketing communication strategy to achieve the events budget
- Mystery calling of other venues

In-coming enquiries

- Respond quickly and efficiently to all in-coming sales enquiries, by telephone and email, ensuring the client receives the appropriate information about our facilities
- Ensure Events and Sales team adhere to agreed KPI response times
- Follow up all enquiries in a timely manner, preparing proposals and facilitate show rounds with potential clients in order to display our venue and facilities
- Contracting bookings, coordinating all details for the client, including food and beverage and up-selling where possible e.g. AV equipment, entertainment, menu.
- Responding to and co-ordinating internal meeting and event requests

Administration and finance

- Record the progress of all enquiries and translate into reports, including source of business, trends, enquiry conversion rates, predicted event sales
- Responsible for the tracking and completion of administration for related events and enquiries
- Maintaining accurate financial systems
- To control the event booking diary for all event bookings in all event spaces across site

People management and personal development

- Provide positive management, encouragement and development of the Events team
- Undertake performance management and regular coaching of Events team providing guidance and support in personal development plans
- Encourage team to identify opportunities which enhance the customer experience, contribute to increased sales and feed into the overall business plan
- Recruitment, induction and training of Events team

This is not an exhaustive description of the job, aspects will change over time and the jobholder is expected to contribute to its development and progression.



Who we are looking for

We believe a successful Events and Sales Manager should be:

- Passionate – about understanding and responding to a client's needs
- Enthusiastic – about hospitality and great customer care
- Hardworking – who can take the initiative to get things done and work to deadlines
- Motivated – to excel in events industry, and drive sales
- Self-starting – excellent at organisation and calm under pressure
- Friendly – able to work in a team with a fantastic team spirit

Person Specification

To be effective in this role you will need to demonstrate knowledge of the following, including formal training where appropriate:

- At least 2 years' experience of working within events and venue hire
- Knowledge and experience of coordinating events, with a sales and service focus
- Ability to set and work to a budget and KPIs
- Ability to lead, develop and motivate a team
- Excellent written and oral communication skill, with sound attention to the detail

- Be highly organised and a forward thinking person, with the ability to manage conflicting priorities
- Be able to anticipate a client's needs
- Deliver excellent customer service
- A team player with an interest in people, who enjoys working with others within a large and varied organisation
- Ability to respond calmly and confidently to last minute challenges and problems
- Have a flexible attitude to working hours and sound timekeeping
- Sound experience and knowledge in Microsoft suite, and database management (we use Rendezvous room booking)

On top of this you will need to:

- Able to provide direction and motivation to the team
- Excellent personal presentation
- An enthusiasm for Events management and sales
- Work in sympathy with the ethos and values of St Martin's
- Have the right attitude!

How to apply

To apply for this post, please email the following to hr@smitf.org by 9.00 am on 17 June 2019:

- a supporting statement, explaining why you believe you can do this role
- a comprehensive CV detailing your relevant achievements in each role, and including details of two referees, one of whom should be your current or most recent employer.

If you would like to chat about this role, please call a member of the Human Resources Team on 020 7766 1119/1101.

Interviews will be held on 21 June 2019.