



JOB DESCRIPTION
Events Manager

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Job Title	Events Manager
Hours of Work	Standard working week will be a minimum of 40 hours excluding lunch breaks of half an hour daily. In addition, you will also be required to work outside normal office hours in the evening and weekends for match days and other business events as and when required to meet the demands and nature of the business.
Location	The Pirelli Stadium, Princess Way, Burton on Trent, Staffs DE13 0AR
Responsible and reporting to	Commercial Director
Contractual Status	Full time permanent
Overall purpose of the job	<p>This is a key role to manage and deliver the quality of customer events on behalf of the hospitality department within the Club, and to actively focus on maximising business development for profitable sales opportunities in driving the business forward, seeking new business and maintaining excellent relationships with existing customers.</p> <p>You will be expected to be an excellent leader in managing, maintaining and delivering consistent outstanding standards of service, with a very much 'hands on' attitude ensuring customer satisfaction within a busy and dynamic environment.</p> <p>Through clear drive and resource planning and effective leadership of the hospitality department, you will ensure that the team performs efficiently at all events and achieves its targets. Responsibility for managing your team, their training, productivity, and staff rota whilst delivering the highest standards of service for each event.</p>
Duties and responsibilities	<p>Key responsibilities:</p> <ul style="list-style-type: none"> • Manage the hospitality team and relevant staff, to support the continuous development of the events held at the Club, both for staff office based and within the conference and banqueting environment, maintaining the day-to-day operation within the hospitality sector of the business, ensuring exceptional standard of service. • Responsible for the management and delegation of duties within the events team to achieve the best possible customer experience. Attending and taking the lead at regular meetings to





	<p>brief and support the hospitality team in order that all staff are aware of their duties</p> <ul style="list-style-type: none">• Setting and achieving sales targets with the Commercial Director to deliver both as a department and as individuals, reporting to the Commercial Director on a regular basis• Researching local trends in order to improve and maintain a competitive edge for customer needs, working closely with the Head Chef and his team. Actively monitoring latest changes and prices for hospitality events and subsequently relaying information to customers and clients.• Generate, maximise and develop hospitality and all future, or potential private functions and events in order to generate new income.• To develop all event experiences within the full 7 day working week and to promote other various activities, including events held on non-match days, and to initiate, predict and develop other potential activities.• Developing good relationships with both new and existing customers and seeking new ideas to generate new income. To be proactive in networking internally using the internet and other resources.• Taking full responsibility as club representative for Special Events including planning, overseeing & organising the various departments within hospitality to ensure the smooth operation of planning each event from initial enquiry through to final delivery.• Work closely with the F&B Supervisor and the hospitality staff, and to be responsible for their duties from beginning of planning and preparation, to final delivery of event supporting and responsible for both office sales team and event hospitality team• Assist and support with 'hands on' in the delivery of food service including front of house, kitchen duties and setting up of rooms as and when required to do so• Assist and support the hospitality team for agreeing menus and food delivery as and when required• Inspire and motivate hospitality staff, with a 'hands on' attitude. Oversee staff recruitment, including carrying out staff appraisals on a regular basis.• Responsible for customer correspondence including communicating by post, telephone and email. Be efficient and effective in resolving any relevant complaints or conflicts.• Take responsibility for actively delegating for the preparation and organising of event paperwork including schedules, budgets, terms and conditions and payments record keeping. Support staff in their preparations and planning for events.
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	<ul style="list-style-type: none"> Organise and attend regular staff training, including any training or development as necessary. Ensure successful planning and standards are maintained. To be approachable to support staff to continually grow and develop. Encourage and guide staff to maintain high levels of customer service. Maintaining staff records to include monitoring progress, development of staff and performance coaching. Responsible for conducting regular staff appraisals and any disciplinary issues that occur, and reporting any concerns that are relevant to be actioned Ensure strict awareness and compliance with all Health & Safety work practices including good practice for standards of hygiene ensuring the highest standards of safety and hygiene for both yourself and your team. Carry out any other duties as requested and guided by the Commercial Director. 	
<p>General:</p>	<p>This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.</p> <p>All employees may be required to undertake any other duties as may be responsibly requested.</p> <p><u>Equality & Safeguarding</u></p> <p>Burton Albion are committed to ensuring that equality of opportunity is at the very heart of everything we do to ensure we provide fair and non-prejudicial access to the services across the Club. We uphold everyone's freedom of rights and choice to be different and aim to provide opportunities for everyone to succeed. It is the policy of the club that no person, whether player, job applicant, employee, volunteer or customer, shall be discriminated against. The club opposes all forms of unlawful and unfair discrimination, either direct or indirect, or harassment, on the grounds of the following 'protected characteristics': Age, Disability, Gender Reassignment, Marriage & civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex and Sexual Orientation. Anyone who is found to be in breach of this could receive disciplinary action, which may well include suspension and dismissal.</p> <p>Burton Albion are committed to and has both a moral and legal obligation to ensure that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the club and believes that the general wellbeing, welfare and safety of all children and vulnerable adults engaged in club activities is of the upmost importance. The club will fulfil its responsibilities by ensuring it displays best practice in safeguarding matters, carried out in a spirit of partnership and openness with the child or vulnerable adult, families and the relevant local authority</p>	
<p>Qualifications:</p>	<p>5 GCSE's Grade C & above Hospitality Management or equivalent Food Hygiene Personal Alcohol Licence</p>	<p>Essential Essential Desirable Desirable</p>





Experience:	Must have a minimum of 3 years experience in hospitality management or a similar background in a managerial role & delivering high standards of service	Essential
Skills & Knowledge:	<p>Strong sense of responsibility and being able to organise, plan ahead and manage a team of staff</p> <p>Previous sales experience</p> <p>Knowledge of leadership skills</p> <p>Budgeting experience</p> <p>Must be courteous and focused in providing a consistently excellent/ high standard of customer service</p> <p>Experience working within a busy/versatile or sports stadia environment</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>
Qualities:	<p>Excellent Communication Skills</p> <p>Excellent timekeeper and flexible approach to meet the nature and demands of the business</p>	<p>Essential</p> <p>Essential</p>

