



## Job Description

<b>Job</b>	Sales Wedding and Events Manager		
<b>Reports to</b>	Enterprise Manager		
<b>Contract Type</b>	37.5 hrs per week Permanent contract	<b>Salary</b>	£25,284 pro rata
<b>Work pattern</b>	Tuesday- Saturday or Monday-Friday		

### Who we are

Arnos Vale is an uplifting site of culture, history and nature with 45 acres of green space in the heart of Bristol. A beautiful place with community, conservation, compassion, collaboration at its core. We have a variety of commercial activity which generates income to support, protect and enhance this special place. We have a gift shop, café, weddings, and a range of ticketed events open throughout the year. Our site opens seven days a week.



### Weddings and Events

We have two unique historical venues we hire out, hosting a variety of events, including weddings, historic tours, funerals, markets, corporate away days, filming productions, theatre and film nights. With three glorious wedding venues, couples come to us for our personal approach to weddings in a completely unique setting. Everyone has a special link with this place and want to cherish memories and make new ones. Events are all throughout the week, with weddings typically on a weekend.

### About the role

The Sales Wedding and Events Manager is key to generating income for the charity through the hire for both events and weddings. The role leads on venue hire sales, promoting, marketing and selling our unique venues. You will act as an ambassador for Arnos Vale, advocating our history, services, and charity to engage clients. You will showcase our venue at networking events and build our brand and reputation bringing new clients and retain regular bookers, reaching new audiences and diversifying our bookings, in line with our values and maximising profitability. You will increase our wedding bookings diary by inspiring couples.

The Sales Wedding and Events Manager ensures the smooth running of weddings and events. From the point of enquiry to booking you will lead in the planning, communications, logistics and operations, liaising with suppliers, contractors, clients and events team.

You are the point of contact on the day, consulting clients with a welcoming, personal approach. You lead, support and motivate the team of Events Assistants to deliver a high standard of customer service, and safety for an event to remember.

### **What you'll bring**

You'll be an experienced Events Manager, and enthusiastic about all things wedding, with the ability and skill to create a special day for clients. You will be practiced at selling a unique, independent venue, and self-motivated to hit sales targets, through recognising sale trends and developing packages. You'll be highly organised, responding promptly to enquires, maintaining our CRM and planning for each event. You'll positively welcome feedback to grow our offer. You'll be a motivated manager, lead by example to create a warm welcome for our clients and event attendees. You'll thrive in a lively, vibrant working environment, have resilience for daily operational tasks, and be excited to discover something new every day. This would suit a driven professional with enthusiasm and positive approach.

### **Who we're looking for someone who is...**

- ✓ Enthusiastic about our values, sharing our love of nature, conservation and history
- ✓ Experience in event management or wedding coordinating
- ✓ Driven by sales and targets
- ✓ Self-motivated, able to problem solve and take initiative
- ✓ Organised, efficient with good attention to detail
- ✓ Confident talking to people, approachable and empathetic
- ✓ Health and Safety aware and able to follow procedures

### **The work pattern**

We are open seven days a week. This role will be in four days a week and expected to cover weekends that weddings are taking place. The work pattern is flexible where there is no event on at the weekend.

### **Responsibilities**

- Liaise with weddings and events clients to organise timelines with meticulous detail, through face-to-face and online meetings.
- Maintain accurate administration of contracts and invoicing through CRM system.
- Plan operational needs for events and weddings, including diary management, staffing, room setups, contractor requirements and TENS licences.
- Ensure spaces are set-up with a hands-on approach to physical tasks, adhering to Health and Safety regulations.
- Develop recommended suppliers list, liaise with suppliers and contractors to schedule requirements, and maintain contracts and health and safety info.
- Understand and ensure compliance to venue premises license and wedding license.
- Maintain health and safety records for events and weddings, like risk assessment, fire evacuation procedures, team deployment, customer safety and contractor documentation.
- Co-ordinate the events from start to finish, some on weekends and evenings.
- Support, motivate and lead the team of Events Assistants and Events Team Leads. Co-ordinate rota, department Events Team meetings and deliver training opportunities.
- Develop sales packages alongside the Café Manager for events catering.
- Lead on room hire and wedding enquiries, ensuring timely and accurate responses. Manage pipelines and leads through CRM (Beacon)
- Conduct engaging site tours and open days of the venue to promote the facilities to clients and couples.

- Create and maintain reports – monthly KPI's and quarterly reports on event bookings and wedding revenue.
- Hit sales annual targets for weddings and events budgets.
- Support the Enterprise Manager in identifying event opportunities, develop packages, upsells and any other opportunities.
- Create original marketing content for social media pages, copy for printed media and update venue hire listings.

### **Person Specification**

- Experience of wedding or events management with a strong understanding of what makes them successful
- A passion for weddings with knowledge of products and trends
- Experience and knowledge of sales management
- Knowledge of marketing, and promoting venue hire
- Experience of using CRM or events software
- Commercial awareness regarding the profitability of events
- The ability to multi-task in a lively environment
- Working knowledge of what makes great customer service and client liaison
- Proven experience of leading and motivating a team
- Willingness to work weekends
- Good level of computer literacy using Microsoft Office Suite (Word, Excel and Outlook)

Previous weddings and event management or co-ordinating experience is ideal, but not essential. If you have transferable leadership skills or experience in a busy sales and operations environment and are looking for a new challenge, we'd love to hear from you.

### **The Benefits**

We are a small and welcoming team, offering employees a range of benefits including:

- A contributory pension scheme
- Life cover and employee assistance programme
- 25 days annual leave (pro rata) plus Bank Holidays (increasing year on year after 5 years' service up to 30 days)
- Support in learning and development
- Wellbeing initiatives
- Workspace within walking distance of Bristol train station, free onsite parking
- Free tours of the site and a whole lot more!

### **How to apply**

Please send us your CV and a supporting letter relevant to the personal specification and responsibilities of the role. Alternatively, you can submit short video. Complete the Arnos Vale Cemetery Trust Equality and Diversity monitoring form and send to [info@arnosvale.org.uk](mailto:info@arnosvale.org.uk)

We celebrate people's differences. So regardless of your background or personal characteristics, if you are great at what you do, we want to hear from you.