



# Job Description

**TITLE:** Senior Meetings & Events Coordinator

**DEPARTMENT:** Venue Sales

**REPORTS TO:** Office Sales Manager

**REPORTTEES:** Venue Sales Coordinators

Ashton Gate Stadium is a unique sports and entertainment business with the core aim of providing integral support services to ensure the sustainability of Stephen Lansdown's sporting group of companies which includes Bristol Sport, Bristol City, Bristol Bears, Bristol Flyers Basketball and each of their respective community charities.

## **JOB PURPOSE**

To lead and inspire a team of sales coordinators to attract and secure inbound venue hire business, achieving all KPIs to meet challenging budgets.

To work with the Office Sales Manager to regularly analyse business data and market trends, to influence our decision making

## **KEY OBJECTIVES**

- Support the venue sales team to maximise sales of venue inventory to deliver key targets and KPIs
- Utilise tools such as dynamic pricing and demand calendars to maximise yield across the estate.
- Responsible for the delivery of the Venue Sales budget
- Takes the lead on procuring all large-scale events such as concerts and gala dinners, attending all high-profile events where appropriate
- Attend FAM trips where appropriate, to welcome and engage returning, new and prospective clients
- Continually explore ways to grow the venue sales business, working with all internal and external stakeholders
- Contribute to the content across the AG social media platforms to increase engagement and promote the venue for hire along with being the conduit between the Comms team and Venues Sales.

## **KEY RESPONSIBILITIES (KPIs)**



- Achieve annual revenue budget each year
- Increase value of each genre of event
- Upsell services and products for all events
- Hit challenging conversion targets
- Consistent gold venue verdicts
- Increase occupancy of venue inventory year on year

### KEY RELATIONSHIPS

Venue Sales Team and the wider Ashton Gate teams, including Hospitality, Front of House, Marketing and Ticketing.

Departmental Managers, including the Senior Leadership Team and key external clients

### Essential Skills

This is a sales role, working in a fast-paced environment. The role is challenging and requires an individual with tenacity and experience selling multiple event spaces to a variety of clients with a strong track record of leading a sales team to deliver ambitious targets.

The role requires someone with a good understanding of Front of House operations and the complexities of delivering large scale events.

The role requires someone who enjoys a high energy sales environment, as well as developing innovative ideas to drive new revenue streams, keeps us relevant and ahead of the game.

### Health and Safety

- Responsible for ensuring all health and safety procedures are followed at all times, with relevant paperwork to support
- To ensure all employees complete their trained required to do their job
- Report all incidents and accidents as required
- To report any hazards detected
- To complete and review the risk assessments for the department

### Equal Opportunities

We are committed to the principle of equal opportunity and its policies for recruitment, selection, training, development and promotion are designed to ensure that no employee receives less favourable treatment on the grounds of race, colour, nationality, religion or belief, sex, sexual orientation, marital status, age, ethnic and national origin, disability or gender reassignment.

### Safeguarding

We are committed to safeguarding the welfare of children and young people and expects all employees and workers to endorse this commitment

**Salary** - £25,000 – £30,000 per annum, dependant on experience

