

JOB DESCRIPTION

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| JOB TITLE: | Head of Private and Corporate Events | DEPARTMENT: | Events |
| REPORTING TO: | Commercial Director | LOCATION: | Chelmsford City Racecourse |

JOB SUMMARY

Chelmsford City Racecourse, the UK's newest racecourse, is looking for a new Head of Corporate & Private Events to develop a dynamic non-raceday and private hire business model.

You will create a range of venue hire products for private and corporate clients, forecasting their projected income, managing relationships and delivering industry leading events. These include conferences, seminars, exhibitions, meetings, private dining and private events on racedays.

You will be responsible for growing your own team, using clear communication, excellent organisational skills and attention to detail as well as complete all the administrative responsibilities for planning and delivering these events alongside other departments.

KEY ACCOUNTABILITIES

- Create a range of non-raceday and private event products with costs and values accounted for
- Forecast revenue projections for this part of the business
- Liaise with the marketing team to promote facilities and products
- Manage enquiries through CRM and Pipedrive, ensuring that all leads are appropriately followed up and reported
- Showcase racecourse facilities and team to prospective clients
- Communicate non-raceday arrangements and calendar with racecourse team
- Assist clients in producing their event from conception to delivery by
- Helping to source suppliers, produce budgets and proposals
- Ordering necessary AV equipment, flowers and entertainment for events as instructed
- Liaising with the catering team to ensure that customer expectations and racecourse standards are always met
- Assisting clients and designers to create items for the event including tickets, posters, catalogues and sales brochures
- Organising facilities for car parking, traffic control, security, first aid, hospitality and the media as instructed
- Helping to manage events on the day by coordinating suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly
- Overseeing the dismantling and removal of the event and clearing the venue efficiently
- Grow the private events team by leading the recruitment of a Private & Corporate Events Executive
- Maintain awareness of industry trends and insights, implementing them accordingly
- To manage the booking arrangements as appropriate for each event, up to and including sending out invoices
- Compile and send out speaker and delegate information
- General administrative tasks such as filing of function sheets and completion of the summary events sheet on a weekly basis
- Liaise with the sales team to assess further opportunities for sponsorship and membership etc.
- Learn the CRM booking system updating it when required and completing bookings for racedays and events
- Responding and accepting all reasonable requests from the Commercial Director, as and when required
- General office duties including answering incoming calls, dealing with enquiries and supporting other team members

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation

PERSON SPECIFICATION

QUALIFICATIONS

- Educated to degree level or equivalent.
- Experience within an events manager role.
- Experience within either premium hospitality, sports or luxury sector is preferable.

EXPERIENCE/SKILLS

- Ability to produce and execute events.
- Creative mindset with attention to detail.
- Good analytical skills.
- Good customer service.
- Effective problem solver.
- Excellent communication skills at all levels.
- Highly organised and good time management.
- Enthusiastic about customer experience.
- Strong numerical skills.
- Negotiation.
- The ability to work to rigid time constraints and under pressure.

PERSONAL CHARACTERISTICS

- Strong leadership skills
- Ability to multitask
- Flexible/adaptable and calm under pressure
- Personable and friendly disposition

ESSENTIALS

- Full UK driving licence
- Able to work outside normal office hours, including some weekends and public holidays
- High level of spoken English

TRAINING AND DEVELOPMENT

Full training will be given to the post holder to help them fulfil their duties. Great Leighs Estates Limited is committed to promoting an environment of training, learning and continuous professional development for all employees. We recognise that this is essential to providing a high-quality service which meets the needs and expectations of our clients, stakeholders and staff alike.

HEALTH AND SAFETY

As an employee of Great Leighs Estates Limited, the post holder has a duty under the Health and Safety at Work Act 1974, to:-

- Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
- Co-operate with their employer to ensure compliance with Health and Safety legislation.

DATA PROTECTION

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description.

Name of Post holder

Signature

Date