

Job Description

Hospitality & Events Co-Ordinator



As this is an established venue you will be responsible for managing the existing client relationships, maintaining strong relations, ensuring regular contact and in turn driving repeat business, both in terms of match day hospitality customers as well as venue and event clients.

In addition, we are looking to take the venue forward, creating new relationships, generating enquiries and building up a local network of new corporate clients.

The role would involve working with internal and external clients, taking initial phone and email enquiries, through to event completion, including the coordination with the client and liaising with operational staff.

Key Duties

- Deliver leading edge guest experiences through directing the operational team to ensure consistency of world class product delivery (both food quality and service standards)
- Ensuring quality control and consistent and exceptional guest and client satisfaction, underpinned by a clear leadership across people, customer and process elements.
- To proactively source new business in conference and event sales, as well as match day hospitality and executive box sales
- Build strong relationships and develop new client accounts
- To co-ordinate all hospitality and catering requests on both match-day and non match-day
- To liaise with and be the point of contact for all third party caterers
- Maintain strong working relationships with match day and seasonal hospitality customers and executive members
- Focus on sourcing new business and creating own appointments and lead generation
- Work with Corporate clients to deliver new business target
- Produce and deliver high value proposals at a senior level to potential clients
- Produce weekly, monthly and quarterly sales activity report
- Research and attend business exhibitions and networking opportunities locally and nationally
- Take a proactive stance to look at and challenge product offering, identifying improvements and providing solutions to the senior leadership team
- Achieve KPI's as set and agreed
- Work as a team player with all departments
- Ensure all leads and activities are continuously followed up to maximise revenue conversion
- To demonstrate the ability to negotiate rates and secure business, by understanding the needs of the customer and deliver them in a commercial and practical manner.
- The role includes match day working, which will be agreed in advance.
- The role will be predominantly office based, however some travel and remote working will be necessary.

LOCATION

This position is based at Adams Park, Hillbottom Road, High Wycombe. There may be travel necessary in the fulfilment of the role.

HOURS OF WORK

37.5 hours per week, Monday to Friday, 09:00 to 17:30, with 1 hour unpaid lunch break each day. In addition you will be expected to work on all match days and at certain events outside of these hours as agreed in advance.

DEVELOPMENT

Wycombe Wanderers Football Club is a growing organisation and seeks to develop the job holder's skills in a way that benefits both the job holder and the company wherever possible.

APPLICATIONS - Applications are being invited by the submission of a current CV (maximum of 2 pages) and Covering Letter (maximum 1 page), to include current remuneration and salary expectations, via e-mail only to Kelly.Francis@wwfc.com clearly stating the position you are applying for.

CLOSING DATE - 22nd August 2021 and with interviews to take place w/c 30th August 2021. Should a suitable candidate be found prior the closing date will be brought forward

Due to the amount of applicants expected to be received, only those short-listed will be notified.

Wycombe Wanderers is a committed to the principle of equal opportunity and its policies for recruitment, selection, training, development and promotion are designed to ensure that no job applicant 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.

This document is a guide only. The employee must undertake any other duties as may be reasonably assigned by the Club from time to time.

Person Specification

| Job area | Essential | Desirable |
|--|-----------|-----------|
| Competency/ Experience | | |
| Proven track record of sales success on both a one-to-one and one-to-group basis | √ | |
| Experience in hospitality sales for sport or entertainment organisation | | √ |
| Proven ability to deliver a first-class, professional account management service to commercial partners and to develop strong business relationships at all levels | √ | |
| High levels of competency in delivering presentations - ability to comfortably present the Club's offer in any environment | √ | |
| Ability to demonstrate effective team management and target setting | √ | |
| Experienced in managing budgets | √ | |
| Sales and management experience within the sports sector | | √ |
| Knowledge | | |
| Strong knowledge of the sports sector forged through experience, networking and proactively studying the market | √ | |
| IT literate, particularly Microsoft Office, contact management systems | √ | |
| Knowledge and understanding of the sports business arena | √ | |
| Working knowledge of CRM software | | √ |
| Skills & Personal Attributes | | |
| Exhibits charisma, personal presence and strong leadership capability | √ | |
| Current and widespread network of contacts within the sports sector and sponsorship world | √ | |
| Proactive approach to identifying opportunities, generating leads and producing sales presentations | √ | |
| Excellent organisational skills with a good sense of priorities, ability to multi-task and remain outcome focussed | √ | |
| Thorough, accurate and attentive to details | √ | |
| Strong communication skills, both orally and in writing with ability to adapt style to suit | √ | |
| Ability to forge and manage strong business relationships with all key internal and external stakeholders in order to engage and positively influence | √ | |
| Ability to budget effectively and monitor spending | √ | |
| Ability to plan against a timeline and meet deadlines | √ | |
| Exhibits poise and confidence, is well presented and a good ambassador for the Club | √ | |
| Confident and comfortable negotiating with a variety of people at all levels and in dealing with conflict | √ | |

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| Highly motivated, driven to achieve results, exhibiting a positive attitude to succeed | √ | |
| Takes a commercially minded approach, including commercial confidentiality | √ | |
| Flexible and available to travel and work evenings and weekends when required | √ | |

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| Qualifications | | |
| Educated to degree level, ideally in sales, marketing or other relevant discipline | | √ |
| Current driving licence and the ability/willingness to travel nationwide | √ | |