



**Title:** Sales and Events Coordinator

**Location:** Onsite at the Sunderland venues

**Hours of Work:** 40 hours per week – 8:30 till 5:30

**Reports to:** Venue Director

**Salary range:** £30k plus benefits

**Purpose of the role:**

Under the guidance of the Venue/Operations Director, coordinates events, bookings and optimises event revenues streams for the Sunderland premises, alongside online events for the Company. These will include but not be limited to British Esports Federation (BEF) events and projects, gaming house bookings, group away days, support with bids and for the incubator, coordinating the learning space, virtual/ augmented reality rooms, boot camps and catering for events.

**Requirements:**

A welcoming and professional personality with local knowledge. Experienced within the field of events for esports, facilities management, education, live events, or the leisure sector.

**Specific Duties:**

- Responsible for the central events diary for the Sunderland premises.
- Maintain the venue experience from entry, through to departure is delivered according to Standard Operating Procedures (SOPs) and the client/ visitor/ guest expectation.
- Greet guests in a professional and courteous manner in accordance with SOPs.
- Be aware of all tariffs, facilities and current activities of the Company and local area.
- Coordination and first point of contact for all events and bookings for the Sunderland properties including Gaming Houses, updating the event booking software system.
- Administration of all documentation linked with bookings, i.e., contracts, logistics, function sheets and invoices.
- Producing, collating, and distributing function sheets weekly and ensuring that all information is current and correct.
- Attend the daily meeting to read through and answer any questions from the team with regards to current and forthcoming events.

- Booking of third-party companies on behalf of the client ensuring that these charges are met by the client either directly or through the Company invoice system.

- Generate new leads for all services offered by the Company for on-site and off-site events and projects, including the Student Champs.
- Maintain a knowledge of gaming house sales figures and reservations targets and be able to provide the figures when asked by Senior Management.
- Store data as per the Company privacy policy and review, update guest/ client profiles as required ensuring repeat guest bookings are recognised.
- Check that conference rooms, classrooms or gaming house rooms are ready prior to the client/ guest arrival.
- Issue gaming house room keys and direct guests to their rooms.
- Manage lockers and storage key distribution.
- Maintain all front of house (FOH) areas are well kept as well as cloakrooms, pavement outside building, parking area, bin store and courtyard.
- Be the first point of contact for enquiries on onsite or offsite events and the Student Champs, including general admin, email or phone enquiries, and follow up with leads when required – directing to wider members of the team when appropriate.
- Responsible for the general Champs enquiry inbox.
- Ensure enquiries for events, Student Champs, and ad hoc projects are followed up in a timely manner, with a key focus on retention and sales.
- Provide the Venue/Operations Director, and SLT team when appropriate, regular updates on conversion figures from enquiries and prospective clients, institutions, or individuals.
- Assist with tournament operations for Student Champs when applicable, primarily to assist teachers in signing up to the tournament.
- Raise with the Venue/Operations Director any client/ guest complaints or operational challenges.
- Adhere to all Company account management procedures.
- Liaise with all internal departments with regards to functions and future bookings and keeping all departments fully informed.
- Build relationships with current clients and partners.
- Carryout show-rounds of the facilities to potential clients.
- Safely store all cash/ security items/ keys.
- Display a high level of personal hygiene, appropriate uniform, overall appearance, customer care, courtesy, and social skills.
- Be aware of and adhere to health and safety, fire and bomb threat procedures. Also, to report any item which causes concern to staff or clients.
- Any other ad hoc tasks as required.

### **Policy and Procedures:**

- Adhere to all company and departmental policies and procedures.
- Comply with statutory and company health and safety policies.
- Attend weekly/ monthly departmental meetings as required.
- Ensure annual appraisals, job chats and job reviews and appraisals are completed in line with company policy.
- Attend meetings and training as required.

- Ensure regular and appropriate communication with other departments to maintain a courteous and professional relationship.
- Attend work punctually.
- Maintain the highest standards of personal presentation and organisation.
- Undertake any other reasonable tasks allocated by the management.
- The successful candidate will be required to undertake an enhanced level DBS check on joining, which will be reviewed on an annual basis.

This job description covers the main objectives, responsibilities, and authorities of this position at present. Where necessary, changes may be made from time to time involving like or integrated work.

Signed:

Date:

(Employee)

