

## JOB DESCRIPTION

**Post:** Assistant of Head of Sales

**Department:** Tate Eats

**Reporting to:** Head of Sales and Catering

**Responsible for:** Sales Managers

**The Company:** *Tate Eats is unique in the cultural world, a hospitality business whose purpose supports the vision and reach of Tate in all four of its galleries. All our profits are returned to Tate championing the right to the richness of art for everyone.*

*Our business is multi-faceted, we run restaurants, cafés and bars while delivering a vast range of events from film premieres to boardroom lunches. We are though much more than that, we have a pioneering roastery setting the agenda on gender equality in the coffee supply chain. We brew beer, we blend gin, we create teas, we have a multi award-winning wine programme, we visit farms, we research and write menus in response to Tate's diverse programme, and we collaborate with artists and curators.*

**The Department:** *Tate Events is an end-to-end events business from venue hire through to production, food and beverage, while also managing Tate's Corporate Membership scheme. It works with a wide variety of clients from internal Tate ones to external customers who are Tate's corporate partners and members, external businesses and private individuals.*



### The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Scheme Symbol.

**About the role:** The Assistant Head of Sales will lead and manage a high achieving Sales team. This role will be responsible for line managing the Sales Managers and leading the day-to-day duties within the team including delegating enquiries, contract management and overseeing due diligence reports, as well as managing client relations. They will work alongside the Head of Sales and Catering, Head of Business Development and the Assistant Head of Event Catering, to develop sales strategies.



## **Main Duties and responsibilities:**

### **Operations**

- Lead event show rounds with your clients, and where appropriate, client tastings and the final event.
- Attend internal and external networking events and be available to support on large, high-profile events.
- Have operational knowledge to enable you to lead a team that sells an operational offering of both venue hire and catering.

### **Sales and Relationships**

- Provide performance reporting, to include conversion rates and industry and sector targets.
- Work with Director and Department Heads to proactively responded to poor financial performance.
- Working with the Director and Head of Sales and Catering to proactively sell Tate Catering as part of our offer.
- Oversee and manage all elements of the sales process including contracting, conversion of incoming enquiries and developing proposals.
- Represent Tate Events at internal and external meetings when necessary.
- Attend key trade shows and industry events.
- Attend site meetings, and when appropriate client tastings.
- Attend internal and external networking events and be available to support on large, high-profile events.

### **Systems and Processes**

- Continually appraise Tate's corporate entertaining products, with an eye to improving efficiency, market trends, and attracting new business
- Oversee and be responsible for Due Diligence and Ethics for prospective and existing event clients, including the completion of reporting.
- Support and work with the Department Heads to ensure a seamless client journey, appropriate pitches and to maximise profit from each event.
- Oversee the management of our client database.

### **Management**

- Coach and mentor, the Sales Managers. Offering a supportive environment that encourages professional development.
- Complete annual Personal Development Reviews and probation reviews for new starters. Setting SMART objectives, recognising individual needs.
- Manage the recruitment and training of new team members, as required.
- Manage the budget allocated to your team.
- Provide accurate financial reports to the Director and Head of Sales and Catering.



## General

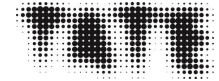
- Alongside the Director of Events and the Department Heads, implement the Sales strategy.
- Attend and communicate exhibition implementation meetings devising, with the Department Heads, art-focused propositions.

The New EU regulations on Food Allergens means that Tate Eats has a legal responsibility to provide the correct allergen information within the ingredients that is in the food we make for Tate customers. You are required by law to be aware of all the daily allergen information, given to your Manager by the Senior Head Chef and Supervising Chef and communicate this to customers, upon request.

Tate is proud of its commitment to diversity and inclusion which is set out in our Tate for All strategy. This strategy aims to improve diversity and inclusion at Tate through a process of organisational change and to make diversity and inclusion part of everything we do. Tate therefore expects all of its employees to actively contribute to promote diversity and inclusion as part of their role.

## Experience, skills and competencies:

- Experience of leading a successful sales department.
- Financial management knowledge including reconciliation and maximisation of profit.
- Proven experience of delivering financial targets.
- Ability to negotiate both with clients and internal stakeholders.
- Excellent people management skills, with proven experience of having coached and mentored a team.
- Proven experience, selling and marketing events, filming and photography and catering, ideally in historic or cultural settings.
- Strong financial management knowledge including reconciliation, profit and loss management.
- Knowledge of catering and food safety
- Confident public speaker, comfortable communicating with key decision makers and high-profile clients.
- Ability to effectively network with existing and potential clients.
- An ability to think strategically and be unafraid to challenge the status quo.
- Passionate about food, beverage and events.
- Excellent time management skills, ability to multi-task and prioritise a complex workload, and maintain a high degree of focus whilst working under pressure.
- A positive role model and team member conveying a professional attitude and appearance at all times.
- Excellent organisational and project management skills, with the ability to juggle a wide range of competing demands and deliver to deadlines.
- Experience in liaison with clients both private and corporate, managing their expectations.



- Ability to work flexibly and successfully across teams and hierarchies and build relationships at all levels including excellent interpersonal skills and evidence of ability to influence decision-making.
- Excellent customer service skills, demonstrating actively listening, problem-solving and adaptability.
- Excellent communication skills, demonstrating the ability to communicate effectively and positively with all colleagues and with a diverse customer base.
- Demonstrate ability to adopt new working practices, creating solutions to improve systems and procedures.
- Computer literacy – ability to use Microsoft Word, Excel, and Outlook, with an understanding of databases and their usage.
- Ability to work collaboratively within a diverse team and treat all colleagues with dignity and respect. Experience with managing a team is preferable.