



## JOB DESCRIPTION

**Post:** Head of Sales and Catering

**Department:** Tate Eats

**Salary:** £70,000 per annum

**Reporting to:** Director of Events and Corporate Membership

**Responsible for:** Assistant Head of Sales, Assistant Head of Event Catering, Assistant Head of Event Logistics and Gallery Catering Event Manager

**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 Head of Sales and Catering provides dynamic leadership for the Sales and Events Catering teams, fostering a motivational departmental environment in collaboration with other heads of department. The role is crucial to shaping the business strategy for Tate Events and driving the growth and profitability of the business. Ensuring an industry-leading offering, while meeting ambitious targets and servicing a variety of internal gallery events and selling a diverse range of events to clients.



## Main Duties and responsibilities:

### Sales and Relationships

- Build and enhance Tate Events' reputation as a trusted, high-quality venue and catering provider, fostering confidence with clients.
- Lead performance reporting, focusing on conversion rates, industry targets, and KPIs to drive financial success.
- Work with the Director and Department Heads to proactively respond to poor financial performance and ensure targets are met.
- Collaborate with the Director of Events, Department Heads, and the Tate Eats Marketing Manager to deliver a marketing and cultivation strategy that aligns with Tate's 5-year plan and sales strategy.
- Oversee the entire sales process, including contracting, managing incoming inquiries, and developing proposals.
- Represent Tate Events at internal and external meetings, key trade shows, industry events, and networking opportunities as appropriate.
- Understand and develop event and catering products and packages, adapting to client and industry needs.

### Operations

- Oversee the delivery of food and beverage for a wide range of clients, including corporate events, private events, and internal gallery functions.
- Collaborate with Tate Eats General Managers to share resources and manage labour effectively.
- Work with the Head Chef and Assistant Head of Event Logistics to develop a industry-leading food and beverage offering while maintaining food safety standards and efficient service models.
- Oversee the purchase of inventory, ensuring alignment with the budget and maximizing profitability.
- Oversee the development and continuous improvement of operational procedures to increase efficiency and align with market trends.
- Oversee beverage and equipment management, including transfers, stocktakes, and ordering necessary items for catered events.
- Oversee the management of staff rotas, ensuring that a efficient process is in place to manage this process, to maximise GP's.
- Set prices in collaboration with the Director, Events and Corporate Membership. To ensure budgeted GPs and targets can be reached.
- Work alongside the Designated Premise Supervisor (DPS) to ensure all licensing due diligence is carried out and comply with legal requirements regarding food allergens.
- Represent Tate Events at operational meetings, managing expectations and building strong cross-department relationships to ensure seamless event delivery.
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- Ensure the team provides timely and accurate financial information for the invoicing process.

## Management

- Provide visible, inspirational leadership to the operations management and supervisory team, ensuring they receive the support and training needed for success.
- Coach and mentor the Hospitality Management team, fostering professional development and setting SMART objectives for individual team members.
- Conduct annual performance reviews and probation assessments, ensuring the team's goals align with Tate's strategic objectives.
- Oversee the recruitment and training of new Event Managers, as required.

## Innovation and Continuous Improvement:

- Regularly engage with the restaurant and events sector to stay current on trends and inspire innovation.
- Demonstrate a commitment to adopting new working practices, improving systems and procedures, and creating solutions for operational challenges.

Actively contribute to Tate's diversity and inclusion goals, aligning with the Tate for All strategy and ensuring these values are reflected in every aspect of the role.

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.



### Experience, skills and competencies:

- Proven experience managing catering and sales for large-scale, income-generating events, particularly in cultural or historic settings.
- Experience working with both external and internal suppliers, overseeing operational procedures and ensuring quality and efficiency.
- In-depth knowledge of culinary terms, cooking methods, and food safety practices.
- Holds Level 2 or 3 Food Safety and Hygiene certification.
- WSET Level 2
- Strong financial management skills, with a proven ability to manage operational costs, labour budgets, and meet financial targets.
- Excellent people management and leadership skills, with experience managing large teams and fostering a supportive environment for professional growth.
- Ability to think strategically, anticipate challenges, and make decisions that align with Tate's goals.
- Passionate about food, beverage, and event management, with a strong commitment to delivering high-quality service.
- Exceptional time management, multitasking, and organizational skills, with the ability to thrive under pressure and meet deadlines.
- Experience managing client relationships, ensuring high levels of customer satisfaction and meeting expectations for both private and corporate clients.
- Strong interpersonal and communication skills, able to build relationships across teams, hierarchies, and with clients at all levels.
- Advanced problem-solving and adaptability, with the ability to respond effectively to changing circumstances and demands.
- Strong computer literacy, including proficiency in Microsoft Word, Excel, and Outlook, and familiarity with databases and operational systems.
- Demonstrated ability to work collaboratively in a diverse team and treat all colleagues with respect and professionalism.
- A genuine interest in Tate Eats' services and products, with a commitment to making a positive contribution to Tate's mission.