



JOB DESCRIPTION

Post: Event Sales Manager

Department: Tate Eats

Salary: £45,000 per annum

Reporting to: Head of Sales

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

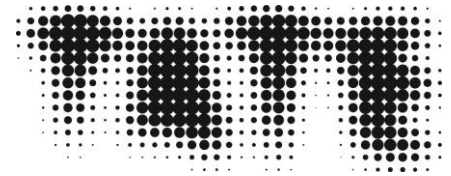
Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Scheme Symbol.

About the role: Convert reactive sales for both venue and catering. Selling profitable events, working in conjunction with the Hospitality team to produce exciting and memorable events for a wide range of clients.

Main Duties and responsibilities:

Operations

- Lead event show rounds, 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.



Sales and Relationships

- Qualify and convert inbound sales enquiries.
- Converting incoming event enquiries into sales, prioritising and responding in a timely manner.
- Putting together proposals for events, that include venue hire and F&B as appropriate.
- Working with the leadership team, develop industry leading event products and packages for Tate.
- Share incoming enquires with Corporate Membership for future cultivation as appropriate.
- Sell Tate venues as filming and photography locations.
- Support Department Heads and Business Development Managers with the marketing strategy.

Systems and Processes

- Work with the Hospitality team to ensure a seamless client journey, and that appropriate pitches and profit from each event is maximised.
- Be the internal champion for the CRM database, maintaining an overarching understanding of how the database is used throughout the organisation.
- Be accountable to the Head of Sales for the budget and monthly accounts.
- Maximise profit by taking a holistic sales view across Tate Events, Membership, Tate Eats and Commerce.
- Lead the Ethics and Due Diligence processes for all new and existing clients. Contributing to reporting as required.
- Keep abreast of key programme information at Tate, considering, responding to and financially modelling curatorial decisions.

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:

- 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.



- Good 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.
- Has an interest in the aims, services and products of Tate Eats and is passionate about their own contribution to Tate.