

ERSKINE STEWART'S MELVILLE SCHOOLS



SALES AND EVENTS MANAGER

Erskine Stewart's Melville Schools (ESMS) are recruiting for a Permanent Sales and Events Manager to join the Enterprises Department on a Full-Time basis. Working alongside the Business Development Manager, this is an exciting opportunity to play a key role in developing Events business opportunities to maximise revenue in this period of growth. ESMS staff are passionate, pioneering and strive for excellence in everything they do. We value the incredible contributions they make to school life, we invest in their careers and we support their ambitions so that they flourish professionally and personally.

This is a Permanent position available from 1st August 2024. The hours of work are variable, dependant on events, on a schedule of 5 out of 7 days, with 45 minutes unpaid for lunch each day, and the postholder will be contracted for 36.25 hours per week. Remuneration will be from £29,226 to £32,001 per annum, on the ESMS Support Staff Salary Scale G dependent upon qualifications and experience.

Staff are offered a range of benefits including: a generous holiday allowance, enhanced sick pay, family friendly policies, use of the Schools' swimming pool and fitness room outside school hours, membership of the ESMS Discount and Benefits Scheme, including a range of discounts at 130,000 retail and entertainment locations.

ESMS is committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers and Disclosure Scotland.

The closing date is 12pm on 1 July 2024. We anticipate interviews will be held week commencing 8 July 2024.

THE POST

Basic Function

The Sales and Events Manager will be responsible for effectively managing and facilitating all event types from weddings, conferences and dinners, managing the process from enquiry through to delivery in accordance with the client's requirements, ensuring that we always offer the highest standards of customer care, while exceeding financial goals and customer expectations. The events venues will include, but not be limited to, The Tom Fleming Performing Arts Centre, The Dean, The Clubhouse at Inverleith and The Mar Hall.

Accountability The Sales and Events Manager reports to the Head of Commercial Enterprises

Relationships The Sales and Events Manager will liaise with a range of internal and external stakeholders and clients whilst also working closely with the Catering, Estates, Development Office, Production and Marketing Teams

RESPONSIBILITIES

Event Planning & Coordination

- Plan all events, ensuring that all details are captured and confirmed through the event booking system.
- Plan, organise, and coordinate the assigned events, to include all food and beverage, meeting room set up, recreational activities, and to ensure proper billing is maintained.
- Thorough diligence and creative planning, ensure that all events are designed and delivered to the highest standards and therefore exceed the client's expectation.
- Guide clients by making creative suggestions regarding all aspects of an event to ensure elevated levels of service and client satisfaction are met and profitable margins are in place.
- Prepare pre-event checklists, function close checklists, gather event risk assessments and prepare all paperwork relevant to the event.
- Issue final event orders and provide internal departments with thorough information on all events.
- On conclusion of an event, carry out a post-event review to confirm that all billing has been completed in accordance with actual requirements.
- Maintain appropriate venue diaries and booking records within the company booking system.

Financial Management & Reporting

- Work closely with the Hospitality Chef to complete financial costing for each event and develop proposals based on the brief provided by the client.
- Establish a net profit margin of at least 20%.
- Maintain accurate costings for each event during the planning process, ensuring each job is costed to deliver or exceed the set margin.
- Provide weekly reporting on forecasted margin.
- Support the Head of Commercial Enterprises to conduct an annual review of sector package propositions to ensure that they are still relevant to the market segment and meet the margin requirement for the business.

Relationship Management

- Establish productive relationships with all internal and external stakeholders through both planning and implementation stages.
- Maintain excellent relationships with catering partners ensuring the food provided at events is always correct, presented well, and of the highest standard.

Compliance & Safety

- Always adhere to legal and company policies including Health and Safety and Fire Regulations.

Marketing & Sales

- Attend networking events and participate in events to promote ESMS venues.
- Plan and deliver sales open days and maximise the opportunity to achieve additional revenue opportunities.
- Work with the Marketing Department to contribute towards the marketing strategy as well as ensuring that all marketing requirements are kept up to date and relevant.
- Capture data to be collated and utilised by the Commercial Enterprises Department.

Collaboration & Matrix Management

- Matrix management with other departments to deliver high-quality school events.

Performance & KPI Management

- Achieve KPIs as agreed with the Head of Commercial Enterprises.

EXPERIENCE, SKILLS AND ATTRIBUTES

	Essential Criteria	Desirable Criteria
Experience	<ul style="list-style-type: none">• Previous experience in a similar role• Significant customer service experience with a proven record in achieving high levels of client satisfaction	<ul style="list-style-type: none">• Previous marketing experience, including the development of marketing materials and campaigns
Skills/ Abilities/ Capabilities	<ul style="list-style-type: none">• Exceptionally organised, well planned and have an extreme attention to detail• Flexible and able to work non-business hours for client meetings and sales open days	<ul style="list-style-type: none">• Holder of a Scottish Certificate for Personal Licence Holders

	<ul style="list-style-type: none"> • Commitment to delivering a creative, resourceful and intuitive planning service to all clients • Ability to focus attention on client needs • Commitment to excellence in all client management and relationship management • Excellent time management, problem-solving and administrative skills • Strong ability to multi task and meet deadlines in a demanding environment • Strong IT skills – including Microsoft Excel, Word and PowerPoint and CRM systems, in addition to being competent in all social media channels • Knowledge and understanding of working with brand standards and ability to link to overall business strategy • Hold a current UK driving license and have access to own car 	
<p>Personal Attributes</p>	<ul style="list-style-type: none"> • Friendly and sociable, comfortable in a customer facing role • Well presented and professional • Highly responsible and dependable • Ability to develop and maintain effective working relationships at all levels and work cooperatively within a team • Cheerful outlook and supportive, team based approach towards the Company's short and long term goals 	

REMUNERATIONS AND OTHER CONSIDERATIONS

As an equal opportunities employer, ESMS is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace

and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join ESMS.

The post	This is a Full Time, Permanent position from 1st August 2024
Hours of Work	The hours of work will be variable dependent on events, on a schedule of 5 out of 7 days, with 45 minutes unpaid for lunch. The postholder will be contracted for a total of 36.25 hours per week. The postholder must be prepared to be flexible with regards to working hours and be capable of adjustment to events and demands. Evening and Weekend work will be required. There is entitlement to a free school lunch during term time.
Salary	The salary range is between £29,226 and £32,001 (ESMS Support Staff G Scale), and the salary appointment will be dependent upon relevant experience.
Holiday	Entitlement is to 30 days' annual holiday leave plus 10 days' statutory holiday (pro rata if part time) when the schools are closed. The Schools holiday year runs from January to December.
Location	You will be based across both the Ravelston site and the Queensferry Road site. There will be a requirement to work in various locations as deemed necessary to fulfil the role.
Pension	Candidates will be enrolled automatically into the Merchant Company Stakeholder Pension Scheme.
Staff Benefits	Staff are offered a range of benefits including: free school lunch during term time, use of the Schools' swimming pool and fitness room outside school hours and membership of the ESMS Discount and Benefits Scheme, including a range of discounts at 130,000 retail and entertainment locations, as well as access to our EAP provider, Care First.

APPLICATION PROCEDURE

Applicants must complete the Support Staff application form and Equal Opportunities Monitoring form to be considered for this position. Please note CVs and cover letters will not be accepted. Please submit both forms to recruitment@esms.org.uk before the closing date.

Any enquiries about this position should be directed to Vanessa Rossi, HR Assistant, at recruitment@esms.org.uk or by phone on 0131 347 5866.

The closing date for applications is 12pm on 1 July 2024. We anticipate interviews will be held week commencing 8 July 2024.