



Job Title: Event Sales Executive
Division: Create Food Ltd.
Based: Wimbledon SW19 8UH
Reports to: Head of Sales

ABOUT CREATE FOOD LTD

Create Food is an award-winning caterer with 30 years' experience. We deliver innovative, delicious and beautifully presented food, tailored to every client's requirements.

With a passion for design and attention to detail, we craft bespoke menus for every occasion, from exclusive seated dinners and canapé receptions to weddings and awards ceremonies. We are a listed caterer at over 75 of the finest venue spaces in London as well as being the year round exclusive caterer at a number of others.

The ethos of Create revolves around three things – Food, Service & People. This allows us to continually develop our services, whilst maintaining exceptionally high standards in every area. Importantly, we are fun to work with because we love what we do and never miss the opportunity to impress.

JOB PURPOSE

As part of the Create sales team, the position of Event Sales Executive is to:

1. Drive sales and grow business profitability, both reactively and proactively from the desired business profile, to deliver set targets
2. Support the Event Sales Managers with administrative duties
3. Act as an ambassador for Create, ensuring that our positive brand image is strengthened and maintained in all interactions with clients, agents and venues.
4. Work with the Head of Sales, Operations, Kitchen and other members of the team to grow revenue, client satisfaction and ensure our continued market leadership and vision.

KEY RESPONSIBILITIES AND DUTIES

As the Event Sales Executive, your role will include, but is not limited to:

Reactive enquiry management

- To respond to incoming enquiries from Create venues within a timely manner and to the standards of the group sales enquiry processes
- Produce tailored bespoke proposals and costings in line with the client's brief, budget and service needs
- Ensure all communications both verbal and written enhances the company image.

create

- To manage a portfolio of existing clients to encourage repeat and new business and in line with the group sales account management processes
- To maintain an excellent relationship with your nominated venues
- Project manage the successful delivery of your clients' accounts and/or venues as verified by clients and/or venues post event feedback
- Liaise with Create's preferred suppliers to gather quotes and creative inspiration

Pro-active sales

- Make recommendations and seek opportunities to upsell
- Engage regularly with your nominated venues, offering assistance and support as required
- Maintain a good level of repeat business through ongoing client relationship management
- To identify new opportunities for the business to explore and support where necessary.

Administration management

- To attend and contribute to team meetings including recording of minutes
- To produce and send out the weekly event breakdowns
- To assist the team with tasting sheets
- Creative research for bespoke enquiries
- To have an in depth knowledge of key competition and their strengths and weaknesses
- Any other general administrative tasks

Financial Management

- Prepare and track project timelines and budgets to achieve objectives
- To fully understand the pricing structure, maximizing opportunities during peak and off-peak periods with your nominated venues
- Apply a proactive approach to debtors policy and raise concerns early
- To achieve individual sales target through one's own initiative and as directed by line managers

PERSON SPECIFICATION – QUALIFICATIONS / KNOWLEDGE / EXPERIENCE

As the Event Sales Executive, you will:

- Be a natural people-person with a passion for sales and negotiation
- Excellent time management and attention to detail skills
- Great sense of initiative
- Well presented, personable and creative
- Excellent written and verbal communication skills

ACKNOWLEDGEMENT

This job description has been designed to indicate the nature and level of work performed by employees within this role and may be subject to periodic review and modification.

Employee:

Line Manager:

Signature:

Signature:

Prepared By: Clara-Louise Paul

Date Issued: