

# HICKORY

**Job Title: Eskmills Sales and Events Manager**

**Permanent position: Full-time, 5/7 days per week (weekend working is a requirement of this role)**

**Salary: £28,000 (depending on experience)**

**Holidays: 28 days plus birthday off**

---

## **Purpose of the role**

Hickory is a dynamic, exciting, and forwarding-thinking company which delivers outstanding food & drink experiences at incredible venues across Edinburgh and beyond. We are seeking an experienced Sales and Event Manager to join our diverse team, based at one of our signature wedding venues, Eskmills Venue in Musselburgh. Eskmills Venue plays a key part in the community of East Lothian and is a well-established venue renowned for delivering all types of special and memorable celebrations.

You will play a pivotal role in connecting and enhancing the customer journey from a sales perspective whilst also ensuring the venue processes are met/enhanced, and budgets are managed for the venue.

The role has been developed to meet our enhanced customer journey, which is hugely supported by our investment in technology with the key objectives of delivering and managing an efficient yield management model. This pro-active sales role requires a hands-on self-starter and will also include general management of Eskmills Venue, from ensuring the venue always looks presentable to managing the entire customer journey, and teams responsible for event delivery. The person will be an experienced, resourceful, and motivated individual who will be a key member of the sales, planning and events team, and will play an integral role with our internal and external marketing teams. You will deliver excellent customer service as part of the customer enquiry process and use your knowledge, skills and experience to lead the Eskmills team to convert enquiries into sales. This new role will be accountable and responsible for leading and managing the Eskmills Venue team.

We are looking for a highly motivated, pro-active team-player that can demonstrate excellent leadership, with an exceptional knowledge of the wedding venue market (both sales and operational). We require approx. 3-5 years of relevant experience for this role.

The success of this role will require weekend working, and for that reason this contract will be 5 out of 7.

## **Key accountabilities**

- Manage and lead the Eskmills team to deliver the financial and brand needs of the business, by using experienced sales and marketing plans to excel in all areas whilst being creative and resourceful.
- Lead and work collaboratively with our marketing team to develop and implement a yield management model to support 12-month event operation, from Winter Weddings to compelling Christmas party nights.
- Develop detailed costings and client proposals, taking and interpreting detailed briefs and ascertain clients precise event requirements, creating bespoke and unique client experience.

# HICKORY

- The ability to secure and convert business and exceed sales targets.
- To plan, oversee and commit to Eskmills sales days for the year (weekends required) and to ensure smooth running of them all to generate sales for the business.
- Contribute to at a strategic level to enhance our technology, systems and processes and leading the teams with policy decisions.
- Ensure compliance and best practise with all business software, e.g., Enterprise Resource Planning System (ERP).
- Always deliver excellent customer service ensuring the full customer journey is managed in line with Hickory's objectives.
- Costings of menus and packages, including reviewing prices for all venues and costing packages for new venues.
- Contribute to weekly and monthly event, sales and planning meetings.
- Produce precise confirmation documentation and liaise with the accounts department to ensure deposit invoices are correct and prompt. Ensure all alerts are correctly set in the booking system for payment schedules.
- Managing the venue P&L and repairs and renewals budget with time schedule for work being complete. Tracking and managing the overall profitability of each event in line with costings specific to each job.
- Communicating with internal teams for status of event and ensuring that event planning is meeting key distribution dates. Thorough handover and briefing of all confirmed events to the operational and event delivery team.
- Provide leadership and senior support to the team, contributing to a positive sales culture and championing a 'can do' attitude.
- Producing accurate reports and management information as required (weekly/monthly)
- Provide training and support on Hickory's systems and processes.
- Ensure Eskmills Venue is always to its highest standard, clean and set and ensure the décor is always kept contemporary and garden is immaculately maintained.
- Work with the bar team, and sales and planning teams to develop unique upgrade packages and enhanced offers for the Eskmills clientele.
- Responsible for ensuring that the set-up team at Eskmills Venue have the necessary information to perform their duties and that all set-ups are complete in a timely manner and on budget. Responsible for final sign off each of the room set-ups.
- Maintaining healthy relationship with existing customers and suppliers, proactively contributing to the company's procurement.
- Comply with legal, insurance, health and safety regulations at all times
- Attending networking and promotional events to develop and maintain contact with potential clients and professional bodies.
- Understand the culture and values of Hickory/Eskmills Venue and be a front facing ambassador at all times.

## **Skills and Competencies Required**

- Strong collaborator and team player.
- Detailed understanding of the Scottish and UK venues and events sector (wedding experience is preferred).
- Proven track record in achieving targets and developing business.

# HICKORY

- Proactive and energetic approach to sales targets, contributing to a positive office environment.
- Strong influencing and negotiation skills.
- Financially strong with accuracy and ability to interpret margin management.
- Good business sense and strategic thinking.
- Initiative, enthusiasm and creativity.
- Solid communication skills, both written and verbal.
- Integrity, honesty and confidentiality.
- Strong planning and organisational skills.
- Flexible and able to work in non-business hours.
- Proven ability to plan and manage work programmes, deal with conflicting demands and meet tight deadlines.
- Excellent IT skills.
- Strong leadership and mentoring skills, nurturing and developing the sales and planning teams in collaboration with the Client Services Director and Business Development Director.
- Be an ambassador for Hickory, and Eskmills Venue making it a caterer of choice to attract top talent.
- A minimum of 3 – 5 years' experience in a venue sales role with supervisory experience.