

HICKORY

Job Title: Sales and Event Designer

Reports to: Head of Event Planning & Design

The role

We're excited to be recruiting a creative and passionate Sales and Event Designer to join our expanding and bustling office in centre of Edinburgh. You'll deliver an exceptional client experience to our customers and venue partners, working across our portfolio of external events and venues. Hickory works with iconic venues such as The Royal College of Physicians, Assembly Rooms, Newhall Estate, and The National Museum of Scotland, plus many more stunning venues and locations across Scotland.

Creativity is in our DNA and providing a high quality, bespoke event planning service is essential. You will be involved in all aspects of the customer experience from the point of enquiry through to the event day. Nurturing relationships and partnerships with our venues will also be a key part of the role.

You'll collaborate with a friendly and high energy team working on a wide variety of events, ranging from weddings to gala dinners to private celebrations, no two days at Hickory will be the same. Our ideal candidate will have at least 3 years' experience in a similar event planning role and have a keen eye for detail, with an up-to-date knowledge of style and food trends.

Key responsibilities

- Deliver excellent customer service at all times, ensuring the full customer journey is managed to our high Hickory standards.
- Thorough attention to detail and creative planning, ensuring that all events are designed and delivered to the highest standard and exceeding the client's expectation.
- Deliver revenue targets and KPI's.
- Complete costing for each event and develop proposals based on the brief given, seeking further information where the clients brief is limited.
- Responsible for ensuring all proposals are the most up to date and accurate for venue/market specific formats.
- Plan events as allocated, ensuring all details are captured in the confirmed Event Order and status of each event logged in the team project planners and CRM in a timely manner.
- Attend weekly Events Meeting and be prepared to discuss upcoming events in detail with the kitchen, staffing, logistics and delivery teams.
- Maintain accurate costings for each event during the planning process, ensuring each job is costed to deliver or exceed the set margin.
- Working alongside the sales team to plan and deliver open weekends, evenings and tasting events and maximize the opportunity to enhance clients and customers experience.
- Conduct an annual review of sector package propositions as part of the wider Hickory sales team to ensure they are still relevant to the market segment and meets the requirement for the business.
- Working alongside the Marketing department to contribute towards the social media strategy and ensure all event collateral is on brand.
- Provide weekly reporting on sales, margins and delivered events.
- Be an ambassador for all Hickory brands, ensuring that the company's values are upheld at all times.
- Adopt Hickory operating practices and processes, with compliance on our Quality Management System, with a focus on continual improvement.

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Key Skills/Qualifications/Experience

- At least 3 years of experience in a similar event role or from a luxury hotel environment would be preferable.
- Have solid experience in the event catering industry in Scotland and a proven track record for achieving high levels of client satisfaction.
- Must be a foodie – passionate and knowledgeable about food including tasting, sampling, sourcing, and selling.
- Understanding on the commercial importance of well-planned and delivered events.
- Flexible and able to work in non-business hours when required (company TOIL and overtime policies are in place).
- Take pride in delivering a creative, resourceful, and intuitive planning service to all clients.
- Passionate and extremely well organised individual with the ability to prioritise and multitask.
- Well-presented and professional.
- Calm under pressure with the ability to make decisions using initiative.
- Committed to excellence in all client management and relationship management.
- Outstanding IT skills – including Microsoft Excel, Word and PowerPoint and CRM Systems.
- Excellent written and verbal communication skills.
- Be a great team player, good communicator and have a positive attitude to managing challenging situations.

About Hickory

We deliver showstopping food and drink experiences in incredible venues, locations, and sites across Scotland, developing lasting partnerships.

Our values are embedded in our teams, instilled in our business and vital to our customers. Rooted in respect for our people, the places we work and our planet, we are driven to deliver the very best service we can for our customers.

That's how we operate, but our real motivation for what we do is the food, drink, and amazing experiences we create for our customers. Our team are always on the lookout for local, seasonal, produce that inspires them to develop innovative and exciting menus and drinks lists.

Working for Hickory, you will join an award-winning team with a focus on quality in everything we do. We're passionate about training, learning, and developing our future stars, innovation, and leadership from within. We aim to promote a culture of respect throughout the food, drink, and events industry and to ensure 5* service, and product quality is delivered to our customers at every touch point.

We focus on quality, and we know that to attract a quality team we must look after our own, so we have created an enhanced benefit package that's flexible to suit the needs of our team.

The Hickory Way – Our Values

Bold

We make creative choices that inspire innovative opportunities for our clients, our teams, and the industry. We own our choices, and they make us stand out from the crowd.

HICKORY

Genuine

We operate with decency; we are true to our word and build authentic relationships and experiences.

Respect

We treat others how we'd like to be treated ourselves. We have respect for our people, places, and planet, and if we say we'll do it, we deliver it, exactly.

Partnerships

We take time to nurture relationships, collaborating in the most creative ways to find effective methods of delivering success.

Excellence

We go the extra mile to deliver on our commitment to quality work. Our training and development is second to none thanks to our all-encompassing quality system.