

Work at
Eden Court

**CONFERENCE
AND EVENTS
SALES
MANAGER**



Like to join our team?

Eden Court is well known as the biggest entertainment venue in the Highlands but it is also a registered charity and provides the largest creative learning programme in the UK.

300,000

people come through Eden Court Theatre and Cinema's doors each year

90%

of all Highland residents have been to Eden Court

£6m

Eden Court's annual input to the economy

100,000

take part in Eden Court's activities for children, young people and the community

70,000

see movies at Eden Court Cinema each year



Eden Court Highlands (trading as Eden Court) is a company registered in Scotland (company number SC63216) and a charity registered with the Office of the Scottish Charity Regulator (registered number SC008237).

The company's registered office is at Eden Court, Bishop's Road, Inverness, IV3 5SA.



Our Programme

Theatre

Everything from big-name stars to intimate gigs.

Eden Court Theatre is the cultural heart of the Highlands, hosting live performances of all art forms, attracting both international performers and local acts.

We attract a huge variety of talent, with over 400 performances of 250 different shows each year, mainly down to our programming experience and knowledge of Highland audiences.

We exist to serve the people of the Highlands and visitors to the area by giving them access to an incredibly wide range of arts and cultural experiences.

Each year over 160,000 people agree.

Cinema

1,900 hand-picked screenings per year.

70,000 people come to Eden Court's two cinemas each year to see a huge variety celluloid content.

The carefully curated programme of films includes the best in world and independent films, sitting alongside carefully chosen mainstream offerings.

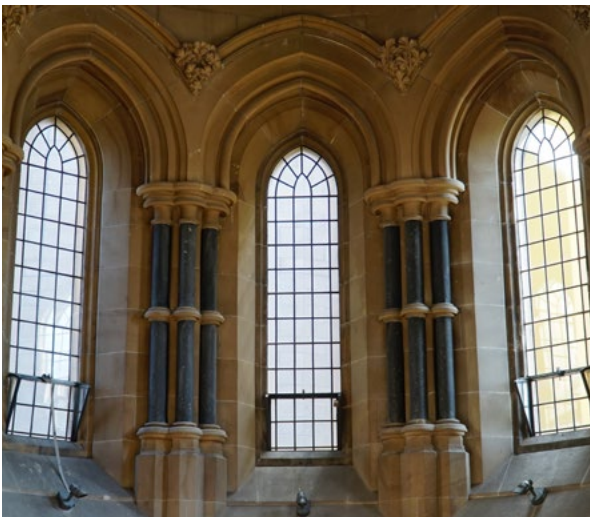
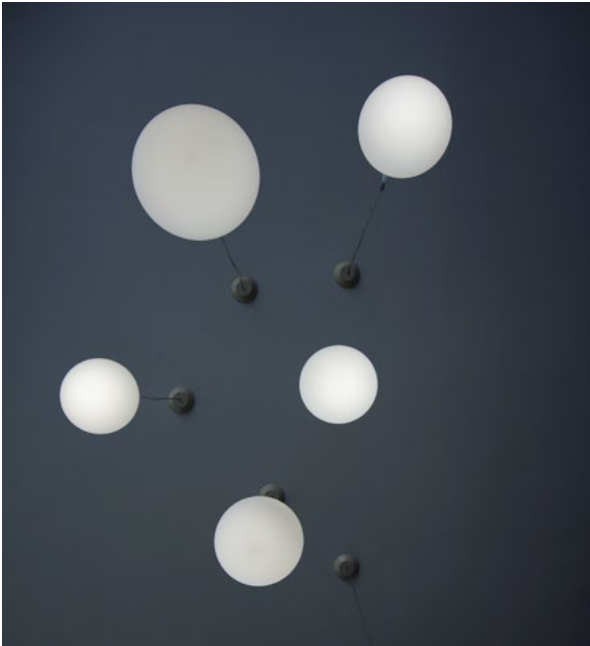
The modern cinemas often host directors' talks and are the only cinemas in the north equipped with 35mm capacity.

The annual Inverness Film Festival celebrates films from across the globe as well as Scotland during the five day event at Eden Court.

Engagement

Eden Court's Engagement programme is a huge success story.

The team run over 60 classes a week at Eden Court and uniquely offer nationally recognised qualifications in Dance and Drama for young people unable to access this learning in Highland Schools. We deliver large-scale community events, make work for family audiences and across the geographically challenging Highland region our Youth Theatres provide opportunities for young people to engage with the performing arts.



Visual Art

Our three galleries work with artists to present a varied programme of exhibitions. Showcasing the work of both established artists and investing in the next generation of talent.

A Socialising Hub

Eden Court attracts people from all over the world to its riverside setting.

Our busy bars, restaurant and cafe are great places to meet, with Eden Court Lates attracting a loyal following to free monthly events in the bar.

Eden Court's unique location makes us the departure point of choice for drivers taking on the North Coast 500, ensuring we have plenty of colour in the car park, too.

Great Spaces

A much-loved venue at the heart of the Highlands.

Eden Court has two theatres, two cinemas, two studios, galleries, bars and a restaurant. All have state-of-the-art facilities to suit access needs.

A venue for major events, Eden Court has hosted political conferences for SNP and Liberal Democrats, craft, wedding and Christmas fairs and the popular XpoNorth, Scotland's leading creative industries festival.

VACANCY

Conference and Events Sales Manager

The Conference and Events Sales Manager is a key contributor both to Eden Court and to the Inverness Business Community; they are a champion and advocate for Eden Court both in the Highlands and further afield. The role offers the opportunity to develop a wide network of business relationships.

The Conference and Events Sales Manager reports to the Head of Venue Operations and is responsible for line management of the Senior Conference and Events Co-ordinator.

Candidate Specification

We do not expect a candidate to have experience of all the areas listed below, but preference will be given to candidates who can demonstrate experience in a number of the areas.

3. 3. Ability to work as part of a team
4. 4. Willingness to learn new skills
5. 5. Self-motivated and able to contribute ideas

QUALIFICATIONS/ EXPERIENCE/ KNOWLEDGE

1. Experience in sales, ideally in an event management, or similar role
2. Experience of working in the Highlands and networked to the business community
3. Demonstrable experience of organising and running successful events and meetings
4. Evidence of commitment towards a high standard of customer care
5. Excellent telephone manner and customer service skills
6. Excellent administration and organisational skills, including oral and written skills
7. Strong relationship building skills

PERSONAL QUALITIES

1. 1. Enthusiastic, proactive and uses initiative
2. 2. Absolute attention to detail

Position Details

The Conference and Events Sales Manager is responsible for developing the events that have become part of our regular calendar, and also for generating income through innovation.

SALES AND INCOME GENERATION

1. You will be responsible for developing and implementing a conference and events strategy that maximises the commercial opportunities offered by Eden Court's building, grounds and expertise.
2. You will work closely with the Head of Live Performance on scheduling conferences and events to maximise the use of the spaces within the theatre complex, while balancing the need for the venue to be used for artistic activity.
3. In addition, you will have the scope to generate and implement innovative ideas for income generation.

BUSINESS DEVELOPMENT

1. You will represent and champion Eden Court within the business community of Inverness, the surrounding area and further afield (UK/ Scotland/ International) and at business trade fairs, exhibitions and shows.
2. You will build on the established conference and events business at Eden Court by maintaining relationships with current clients, and by developing new leads within the business community, managing approaches and making sales pitches.
3. In addition, you will develop and maintain relationships with suppliers and corporate partners to ensure the best possible quotes are received.

DEVELOPMENT OF EDEN COURT'S CONFERENCE AND EVENTS OFFERING

1. You will develop and implement a distinctive conference and events offer that is in line with market demand and that is competitive. You will look for opportunities to improve what we offer to our clients and maintain our current high standards of delivery.

2. Working with the Head of Marketing & Sales you will develop a marketing strategy for this offer and oversee the marketing activity, which will include:

- marketing and publications for conference and events;
- advertising and editorial in publications;
- social media; and
- branding and materials when promoting Eden Court

OPERATIONAL MANAGEMENT

1. You are responsible for managing the workload of the department and for prioritising work to ensure enquiries are responded to quickly. You are responsible for making sure all bookings are entered into the venue booking system, and for keeping this information up to date.
2. For all events you will liaise with the Co-ordinator to ensure bookings are handled from enquiry through to delivery on the day.
3. You will negotiate deals, draw up contracts and ensure that terms and conditions are met (e.g. the payment of deposits). Any discounts given to clients will be recorded along with the reasons for the discounted offering. You will also keep a record of bookings we cannot accommodate through lack of availability, with an estimate of the income lost.
4. You will order any equipment, materials or services required to deliver conferences and events, making sure that purchase orders are prepared through our Focalpoint ordering system.
5. You will share responsibility with your team and the Front of House Department for the end to end process of a client's event.

Position Details

FINANCIAL MANAGEMENT

1. You will be responsible for implementing Eden Court's financial regulations for your department. These include contracting customers, and providing appropriate authorisation for expenditure.
2. In conjunction with the Senior Management Team you will be required to contribute to the setting of appropriate financial targets for your department and for implementing the processes and procedures necessary to achieve these targets.
3. You will assist the Finance team, ensuring that your staff provide the information necessary to allow the prompt invoicing of customers and settlement of outstanding balances. You will contribute to the setting of annual budgets and will assist the Head of Finance to review and monitor performance against these budgets.

As a member of Eden Court staff you will be required to uphold key policies including Equal Opportunities, Customer Care, Health & Safety and Safeguarding Policies. You will also be expected to take your share of responsibility in the ongoing improvement of these policies and for contributing to the overall profile and reputation of Eden Court.

Important Information

- Full time – 37.5 hours
- Salary: £29,040
- Holidays: 28 days with 6 public holidays
- Workplace pension scheme
- For an informal discussion please contact Louise Allen (Chief Operating Officer) on 01463 239841
- Applications should be received by Friday 28th June at 12pm
- Interviews will be held w/c 15th July 2019

How to Apply

If you think this is the job for you please send us your CV and a covering letter of no more than two sides of A4 outlining how your career history to date, skills and experience make you the right candidate for the role.

Please also complete the equal opportunities monitoring form and return this to us with your CV.

You can send your application to us by emails or post. Please mark the envelope 'Conference and Events Sales Manager' clearly in the top left hand corner:

Human Resources Department
Eden Court
Bishops Road
Inverness, IV3 5SA

Email your application to us at jobs@eden-court.co.uk