

EVENT SALES MANAGER
Theatr Clwyd
Job Description

Responsible for: Events Supervisors (Casual)

Reports to: Chief Operating Officer

Job Purpose

The Event Sales Manager is responsible for driving revenue through the promotion and sale of event spaces, hospitality packages, and corporate partnerships. This role focuses on developing new business opportunities while maintaining strong relationships with existing clients, ensuring the venue is a leading choice for conferences, private events, and weddings.

Key responsibilities

Sales & Business Development

- Identify and secure new business opportunities across corporate, private, and community sectors
- Achieve and exceed sales targets for venue hire, events, and associated services
- Develop and implement sales strategies to maximise occupancy and revenue
- Proactively generate leads through networking, outreach, and industry events

Client Relationship Management

- Act as the main point of contact for clients from enquiry through to event delivery
- Build and maintain long-term relationships with corporate clients, agencies, and local businesses
- Deliver tailored proposals and presentations to prospective clients

Event Coordination Support

- Collaborate with experience and technical teams to ensure seamless event execution
- Support clients in planning their events, ensuring requirements are met within budget
- Oversee event handovers to delivery teams while maintaining client satisfaction

Food & Beverage Team

- Work closely with the Bryn Williams at Theatr Clwyd team to ensure seamless execution of all events, aligning client expectations with operational delivery.
- Act as the key liaison between clients and the F&B department, communicating event requirements, dietary needs, and special requests clearly and efficiently.
- Support upselling opportunities by promoting F&B offerings, including customized menus, beverage packages, and enhancements.

Marketing & Promotion

- Work with the marketing and development teams to promote event spaces and packages
- Contribute to digital campaigns, brochures, and promotional materials
- Represent Theatr Clwyd at trade shows, networking events, and exhibitions

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Reporting & Administration

- Maintain accurate records of sales activity, pipeline, and forecasts
- Produce regular reports on sales performance
- Manage contracts, pricing, and invoicing in line with company policies
- Any other duties as requested by the COO

Person Specification

Essential

- Significant experience in event sales, venue sales, or hospitality sales
- Strong track record of meeting or exceeding revenue targets
- Experience of managing and selling spaces for corporate or private hire and events.
- Excellent communication, negotiation, and presentation skills
- Ability to manage multiple projects and deadlines effectively
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service.
- Customer-focused with a proactive and results-driven approach

Desirable

- Knowledge of project management methodologies.
- Experience in providing training and mentorship to team members.
- Written & Spoken Welsh.
- Full Driving License.