

EVENTS & HOSPITALITY MANAGER

Theatr Clwyd

Job Description

Responsible for: Events & Programming Coordinator & Events Supervisors (Casual)

Reports to: Head of Development

Job Purpose

To lead the planning, coordination, and delivery of events and hospitality, ensuring a high-quality customer experience, strong operational performance, and achievement of commercial targets.

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 and ensure client feedback is gathered and acted upon

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

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- Represent Theatr Clwyd at trade shows, networking events, and exhibitions

Reporting & Administration

- To line manage the Events & Programming Coordinator ensuring that they:
 - 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 Head of Development

Person Specification

Essential

- Significant experience in event sales, venue sales, or hospitality sales
- Significant experience in event delivery
- Strong track record of meeting or exceeding revenue targets
- Experience of managing and selling spaces for corporate or private hire and events.
- Excellent communication and negotiation skills
- Ability to manage multiple projects and deadlines effectively
- Customer-focused with a proactive and results-driven approach
- Strong team player with the ability to work collaboratively and build effective relationships with colleagues across different teams and levels of the company.

Desirable

- Knowledge of project management methodologies.
- Demonstrable enthusiasm for live theatre and entertainment, and for the provision of excellent service
- Experience in providing training and mentorship to team members.
- Written & Spoken Welsh.
- Full Driving License.