

High-end patisserie is looking for an experienced **Sales and Events Manager** to join their Sales and Marketing Department. Your role will focus on the development, planning, management and execution of in-house events and private catering events. You will also support the team in organising the day-to-day operations of the Sales and Events department. The sales and Events Manager will report to the Head of Sales.

ROLE:*Sales:*

- nurturing network of clients, maximising and increasing sales.
- dealing with enquiries and converting leads into event sales.
- replying promptly to all enquiries and work fast to get quotations/proposals sent to clients.
- implementing the prospection plan to acquire new business.
- Working with the Head of Sales, Marketing and Digital to create sales opportunities, "out of the box" ideas and solutions that drive the business forward.
- Coordinating with the Head of Sales, Marketing and Digital, the BtoB new product development and restaurant menus.
- supporting the team in maximizing sales, increasing growth of the business and identifying new commercial sales opportunities.

Events:

- Liaising with the operations and management teams to ensure events are planned effectively.
- Executing a wide range of large-scale and small-scale events, including some high-profile events.
- Managing events logistics and events, from time to time supervising the team on site
- Ensuring compliance with budgets, expenses and reconciliations.

PROFILE:

- Minimum 5 years' experience in event planning within a catering or hospitality environment (our client will consider candidates with 3-5 year experience but the salary will be adjusted accordingly)
- Track record of converting sales
- KPI and target driven
- Extremely organised and hands-on
- Ability to work on multiple projects at the same time
- Experienced coordinator/manager able to demonstrate a stable and progressive background in their current role as a Sales and Events Coordinator/Manager within a high volume and multifaceted operations
- Being outgoing, sociable and confident have an eye for detail will be keys for this role
- Microsoft office (Powerpoint, Excel and Word) and excellent analytical skills
- Excellent presentation in appearance
- Fluent or intermediate in French is a plus

SALARY & BENEFITS

- £35k per year negotiable according to skills and experience + annual bonus
- Travel allowance of £75 per month