



JOB DESCRIPTION

Post: Event Sales Planner

Department: Tate Events and Corporate Membership

Reporting to: Head of Event Planning

The Company: *Tate Eats is unique in the cultural world, a hospitality business whose purpose supports the vision and reach of Tate in all four of its galleries. All our profits are returned to Tate championing the right to the richness of art for everyone.*

Our business is multi-faceted, we run restaurants, cafés and bars while delivering a vast range of events from film premieres to boardroom lunches. We are though much more than that, we have a pioneering roastery setting the agenda on gender equality in the coffee supply chain. We brew beer, we blend gin, we create teas, we have a multi award-winning wine programme, we visit farms, we research and write menus in response to Tate's diverse programme, and we collaborate with artists and curators.

The Department: *Tate Events is an end to end events business from venue hire through to production, food and beverage, while also managing Tate's Corporate Membership scheme. It works with a wide variety of clients from internal Tate ones to external customers who are Tate's corporate partners and members, external businesses and private individuals.*



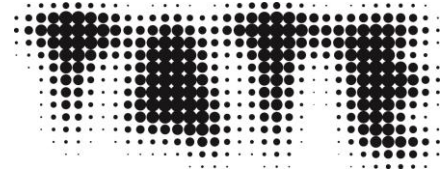
The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Scheme Symbol.

Purpose of the Job: To deliver income and net profitability for Tate Events. Facilitate the departmental sales function (reactive and proactive sales). Plan all aspects of events in Tate and external sites, including food, beverage, styling and production working closely with Operations team and event partners to delivery high quality, profitable events.

Main Duties and responsibilities:

- Converting incoming event enquiries into sales, prioritising and responding in a timely manner
- Working with the leadership team, develop industry leading event products and packages for Tate.

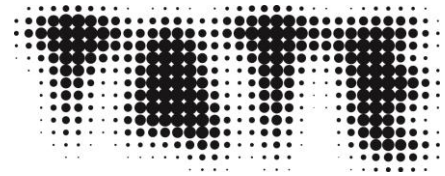


- Collaborate as part of the wider events team to develop and execute a sales and marketing strategy to promote Tate Events.
- Actively participate in the development marketing collateral including photography, newsletters, print, social media channels and website.
- Plan immersive, cultivation events and experiences for Tate Events clients as part client retention/relationship strategy.
- Develop creative, tailored, commercial event proposals to include venue, production, event catering and styling.
- Produce accurate, detailed event packs in a timely fashion for clients, operations teams and kitchen brigades.
- Have a detailed understanding of Tate's programme, using exhibitions to inform event proposals.
- Maintain and update all event management systems and relevant client databases.
- Lead initial show round, organise and lead on planning meetings with the Operations team and accredited partners, conduct client menu tastings.
- Proactively manage client choices by guiding the client through styling, production, food and beverage decisions.
- When appropriate suggest the most suitable external partner for an event.
- Build and sustain relationships with clients along with Corporate Members and Partners through the event planning process, working closely with the Corporate Partnerships team.
- Follow up with clients post event and, when appropriate, provide detailed debrief outlining any key learnings.
- Plan, organise and order all event related equipment including hire and Tate inventory items, and other related services.
- Build forthcoming and final event memos and distribute to appropriate internal stakeholders, managing the internal response and dealing with queries.
- Collate all relevant information for the invoice process, including client quotes, beverage consumption, hire loss and manage supporting documentation.
- Work with the Operations team to ensure an event review process is in place, identifying learnings and that budgeted net profit has been achieved.
- Manage the process for producing commission invoices to third-party suppliers via Tate Eats accounts team.
- Liaise with all relevant internal stakeholders in the planning of events including kitchen teams, operations, facilities, visitor experience, security and suppliers.
- Ensure all events are compliant with Tate's Health & Safety protocols.
- Ensure that there is a constant flow of communication within the team by scheduling and planning appropriate levels of meetings and briefings.
- Working with the Operations team attend, in a client liaison capacity, events they have assisted in planning.
- Support the wider Events Team as needed.



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- Regularly gather market intelligence including benchmarking and competitor analysis, using the information to shape Tate Events and membership sales strategy and offer
- Working with Tate Eats to support and sell, where appropriate, private dining in Members' Rooms and Restaurants.
- Attend internal and external networking events and be available to support on large, high profile events.
- Support Member Benefits by organising art expert guides, Corporate Supporter Private Views and any other assistance as required. When necessary liaise with Commerce and other internal teams.

The New EU regulations on Food Allergens means that Tate Eats has a legal responsibility to provide the correct allergen information within the ingredients that is in the food we make for Tate customers. You are required by law to be aware of all the daily allergen information, given to your Manager by the Senior Head Chef and Supervising Chef and communicate this to customers, upon request.

Tate is proud of its commitment to diversity and inclusion which is set out in our Tate for All strategy. This strategy aims to improve diversity and inclusion at Tate through a process of organisational change and to make diversity and inclusion part of everything we do. Tate therefore expects all of its employees to actively contribute to promote diversity and inclusion as part of their role

Person Specification

Experience, skills and competencies:

- Be passionate about food, beverages, production and events.
- Be an energetic and enthusiastic individual with exceptional time management skills.
- Proven experience in event planning, ideally in a large-scale, income-generating events business in a historic or cultural setting, preferably buildings to which the public have access.
- Proven experience of managing corporate events and corporate membership
- A strong financial grounding with experience in planning commercial events and maximising profitability.
- An ability to think strategically and be unafraid to challenge the status quo. Confident public speaker, comfortable communicating with key decision makers and high-profile clients.
- Proven experience of setting and delivering financial targets.
- Excellent organisational and project management skills, with the ability to juggle a wide range of competing demands and delivering to deadlines.



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- Experienced in liaising with clients, both private and corporate, and managing their expectations.
- Ability to work flexibly and successfully across teams and hierarchies and build relationships at all levels of Tate including excellent interpersonal skills and evidence of ability to influence decision-making.
- Ability to effectively network with existing and potential clients.
- A commitment to the work of Tate and a passion for the arts.
- Computer literacy – ability to use Microsoft Word, Excel and Outlook, with an understanding of databases and their usage.
- Demonstrate ability to adopt new working practices, creating solutions to improve systems and procedures.
- Strong negotiation and advocacy skills.
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- Hold WSET level 2 wines and spirits.
- Level 3 food safety and hygiene certificate.
- Intermediate understanding of culinary terms and cooking methods



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