



Job Description

Post Title

Corporate Events and Sales Coordinator

Department/Location

Commercial

Reports to

Commercial Manager – Advertising and Events

Purpose of the Role

To raise the profile of and generate income for the Club through a series of annual and ad hoc events, developing effective relationships with clients and portraying a high quality, professional image and experience at all times.

Functional Links

Internal: Advertising and Events team
Senior Commercial Manager – Hospitality
Commercial Manager – Partnerships
Directors
Finance team
All staff and managers

External: Vendors and venues
Event participants
External partners
Entertainers (musicians, performers, guest speakers etc.)

Key Performance Indicators

- Events are organised and delivered to agreed timescales and professional standards as discussed and agreed with the Commercial Director, via the Commercial Manager – Advertising and Events.
- Events revenue is at or above agreed target levels.
- Events are delivered within or under budget.
- Delegate attendance at corporate events is at or above agreed target levels.



THE TERRIERS

The John Smith's Stadium, Stadium Way, Huddersfield, HD1 6PX / Telephone: 01484 960 600 / htafoundation.com
Twitter: @htafcdotcom / Facebook: htafcdotcom / Company Number: 1771361

Role Specific Responsibilities

Events Management

The post holder is required to:

- Plan and implement an annual calendar of events, with a minimum of 12 events each year (an average of one event per calendar month);
- Prepare event sheets and coordinate events;
- Plan event aspects, including venues, seating, dining and guest lists;
- Coordinate event entertainment, including music, performers and guest speakers;
- Ensure that terms and conditions associated with events are clearly communicated to delegates, particularly in relation to the cancellations procedure;
- Liaise with the Marketing and Communications team to create effective advertisements for each event, and to create marketing materials such as print and web advertisements, display boards and flyers for individual events, as appropriate;
- Update the events section of the website with details of upcoming events including prices and booking information, also ensuring such information is removed in a timely manner when each event has taken place;
- Ensure advertising boards are removed from public view when each event has taken place;
- Work with other departments within the organisation for additional help on creating events, as necessary;
- Work with external partners to co-host events, as appropriate;
- Delegate event-planning tasks to other members of staff where necessary and appropriate;
- Maintain a professional and productive working relationship with vendors and venues;
- Create and maintain a client database;
- Anticipate and plan for different scenarios, to ensure the smooth running of events;
- Manage and oversee events, including problem-solving on the day, welcoming guests, directing the event set-up, communicating with staff and organising vendors;



- Plan multiple events simultaneously;
- Manage and work within agreed budgets while planning event specifications;
- Maintain accurate records of income and expenditure for each event, to enable effective reconciliation with invoices and payments; and,
- Issue invoices in a timely manner.

Sales

- Actively seek out new sales opportunities through cold calling, networking and social media, also keeping a log of calls made and following up by email;
- Complete a weekly sales tracker for events, and share this with the Commercial Manager – Advertising and Events;
- Record sales and send copies of these to the Commercial Manager – Advertising and Events;
- Create sales opportunities for future events through client liaison and during events, including maintaining excellent working knowledge of the organisation to be well-placed to progress such sales opportunities;
- Follow up face-to-face meetings with clients via telephone and/or email, for administrative purposes; and,
- Network with existing and prospective clients on match days to promote forthcoming events and develop relationships.

Other

- To undertake any other duties as required by the Commercial Manager – Advertising and Events, and/or the Board of Directors.

Behaviour/Conduct

The post holder is required to:

- Be proactive with workload and interventions;
- Seek to continually develop their skills and knowledge;
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role;
- Communicate appropriately at all levels;
- Be flexible to fit the development and growth of the organisation;



- Be flexible in hours of work;
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics;
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 1998 and the General Data Protection Regulation (GDPR) 2018;
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others;
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people, and
- Be respectful of others at all times and to behave in a non-discriminatory manner, taking account of all protected characteristics as specified in the Equality Act 2010.

Additional Information

Safeguarding:

Huddersfield Town Association Football Club (HTAFC) Ltd. is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post holder will be required to undergo Safeguarding Training, to be agreed with the Head of Safeguarding.

Equality, Diversity and Inclusion

HTAFC is a diverse Club that respects all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and to be able to achieve their full potential. HTAFC has a zero-tolerance approach to any form of discrimination and commits itself to the redress of any inequalities by taking positive action where appropriate.

Accepted by:

Name (Printed)

Name (Signed)

Date



Person Specification

Post Title

Corporate Events and Sales Coordinator

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience of planning and delivering a variety of events, both small and large scale. • Experience in a sales role. • Experience of working across multiple functions/ departments. 	<ul style="list-style-type: none"> • Previous experience in a sporting environment.
Qualifications	<ul style="list-style-type: none"> • A good standard of education at Level 2 (GCSE Level or equivalent) or higher, including English and Maths at grades A*-C. 	<ul style="list-style-type: none"> • A qualification in events planning or events management. • A marketing qualification.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Commercially astute with particular skills in relation to financial control and budget management. • Excellent communication and interpersonal skills, both verbal and written. • Excellent IT skills and familiarity with databases, Excel and cost sheets. • High level project-management skills. 	<ul style="list-style-type: none"> • Well-organised with the ability to manage own workload and competing projects/demands. • Ability to work under pressure.
Additional Requirements	<ul style="list-style-type: none"> • Flexible approach to work and working hours, to meet the demands of the role. 	<ul style="list-style-type: none"> • Full driving licence.



Person Specification

Post Title

Corporate Events and Sales Coordinator

Area of Expertise	Essential	Desirable
Additional Requirements (continued)	<ul style="list-style-type: none">• Flexible approach to work and working hours, to meet the demands of the role.• Professional appearance.• Suitable to work in an environment in which there will be contact with children and young/vulnerable adults.• Commitment to equality and diversity initiatives, and anti-discriminatory practice.	<ul style="list-style-type: none">• Confident and tenacious personality.• Able to work as part of a team.

