

## JOB DESCRIPTION

**Job Title:** Private and Commercial Events Coordinator  
**Department:** 195 Piccadilly Events Department  
**Reporting to:** Head of Commercial Events  
**Salary:** Based upon experience, **£23,000.00**

### BRIEF

We currently have a vacancy for a Private and Commercial Events Coordinator with an immediate start. The purpose of this role is to work within the Events Team, with responsibility for driving sales primarily for the private market, as well as corporate business within 195 Piccadilly, the headquarters of BAFTA. 195 Piccadilly hosts the majority of its events on weekdays for corporate clients. The new role is to not only assist in the management of these events, but to exclusively maximize revenue from all private events and work to promote and encourage weekend business into the venue. We are looking to recruit an individual with an events background of at least two years in the industry, from another venue, agency or corporate base.

### Summary of key activities:

- Manage all private enquiries the Events Department receives. From the initial quote and show round, to confirming the event and managing the detail with the client in the run up, and being onsite on the day
- Manage all luxury brands and royal event enquiries and see through to completion
- Work with the kitchen, operations team and projection team to ensure that all operational requirements and arrangements are in place for each event and all upselling opportunities are maximized
- Proactively work with the Sales and Marketing consultant to source new private event enquiries and increase weekend business revenue
- Represent the venue at showcases and exhibitions for private events, and support the team on cultivation events hosted at the venue
- Manage a number of cultivation events at the venue focused towards private events, including hosting lunches/dinners with press and showcasing to potential clients
- Assist the Events Team in meeting and exceeding budgeted targets in room hire, food and beverage
- Regularly research the private and luxury markets to identify opportunities for promotion and marketing, and keep astride with trends
- Post-event evaluation (including data entry and analysis and producing reports)
- Be prepared for flexible working hours, to include evening show rounds and meeting clients, and working on weekends

### Requirements

- Minimum of 2 years' experience within the Events Industry, preferably in sales
- Experience of working in a sales/goal-orientated team
- Excellent sales and contract negotiation skills
- Knowledge of organising events, dealing with clients and liaising with suppliers
- An understanding of our database (Events Perfect) would be an advantage
- Good working knowledge of all MS Office software
- Ability to multi task is essential as the office is a busy environment
- Strong customer care ethic and ability to build relationships at all levels
- 5\* customer service standards required, with a flexible approach to a variety of clients
- Proven track record in event coordination