



JOB DESCRIPTION

Post:	Venue Sales Coordinator – Maternity Cover - FTC
Department:	Commercial Services
Location	Based in central London
Reporting to:	Sales Manager
Hours:	37.5 hours Full time plus flexible hours to cover early/late client visits, events and exhibitions or industry shows

Key Outcomes

- Proactively sell the services and facilities at 1 Wimpole Street, RSM's venue.
- Build strong relationships with clients and agents to drive business development and repeat bookings.
- Manage key accounts strategically to maximise revenue and fill gaps in the event calendar.
- Support venue award submissions, sustainability initiatives, and promotional campaigns, including obtaining certifications and accreditations.

Key Objectives

- Maximise business development opportunities by forming important business connections through client and agent relationship management
- Strategic account management with a view to maintaining repeat business, filling gaps in the diary and maximising revenue opportunities in line with budgets
- Work in the venue booking software, Rendezvous (RDZ) to accurately enter new business enquiries, sales leads and turned downs for meetings and events at 1 Wimpole Street
- Respond to enquiries received with a quotation or status update within 2 working hours and create an appropriate follow-up activity in RDZ
- Effective diary management at all times, regular follow-up and contract client enquiries to ensure a high level of conversion
- Fact find with the clients and agents to understand the purpose of the event and the outcomes, providing an up-sell philosophy at all stages including low cost add-ons, added value items and creating bespoke quotations where necessary
- Meet with your client on the day of their arrival and be the first point of contact on the day for service provider queries ensuring excellent customer service and the smooth running of the event
- Ensure all event invoice, deposits and billing enquiries are dealt with appropriately and within reasonable timeframes. Support credit control with providing the necessary information in order to chase payments
- Ensure all information on the booking sheets are accurate before circulating to clients, agents and event service providers
- Produce function menus/place cards/seating plans where applicable
- Undertake regular analyses of market trends and competitors. Identify opportunities for growth and potential threats, and feedback in the sales meetings. Fully participate in projects to implement these new innovations
- Research competitor offer to identify emerging markets or potential threats to venue growth.
- Maintain the e-marketing contact database, ensuring GDPR compliance and high-quality lead tracking.
- Support on the venue's award applications, sustainability initiatives and promotional campaigns, including securing certifications and accreditations.
- Support in maintaining social media presence across agreed platforms and in line with overall annual strategy.

- Distribute weekly news updates on upcoming promotions throughout the venue, club and hotel to all department managers.
- Support all members of the Events team at 1 Wimpole Street and undertake any reasonable requests as and when necessary at the request of senior managers.

Key relationships

Internal: Senior Sales Executive, Senior Business Development Executive, Venue Sales Team, Operations Team, Audio Visual Team, Chef's Brigade, Education Team, Content Team and Finance Department

External: Members and commercial clients - users of the Society's conference and events venue (1 Wimpole Street) and Club and hotel facilities. External booking agents, Venue directories, Industry professionals and associations, Exhibition hosts and Suppliers for photoshoots or events.

External: Members, commercial clients and agents - users of the Society's conference and events venue (1 Wimpole Street) and Club and accommodation facilities. Suppliers for events services

Person Specification

- Accurate numeracy skills and able to organise data into several formats
- Professional client relationship building and management
- Self-motivated and able to work on your own and well under pressure
- Creative, self-motivated and able to accomplish project delivery
- Exceptional communication, organisation and presentation skills
- Proven track record in proactive sales and event planning within a medium sized venue is desirable

The following competencies are essential: Work ethic, Commercially focussed, Creative and innovative, Customer Service, External awareness, Commercial sales and negotiation skills. A relevant graduate qualification would also be desirable.

The list of duties above is not to be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your position and you may be required to undertake such duties as may be reasonably required of you.

The post holder must always when conducting responsibilities and interacting with others:

- Uphold the RSM values. Specifically treating others with RESPECT, INVESTING in people to help them develop and grow, striving to continuously IMPROVE what we do by setting ourselves and others stretching objectives and measuring outcomes, LISTENING to colleagues, customers and COLLABORATING to achieve more new ideas, DELIVERING our intentions.
- Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards.
- Adhere to the Society's GDPR regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner.
- Fully subscribe to the spirit of and adhere to the Society's people policies the RSM's Code of Conduct.
- Be well presented with formal business attire during client meetings, and when representing the venue offsite.

Date created: **Sept 2025**