



Grimsby Town Football Club

Events Manager - Job Description

We don't just work for Grimsby Town Football Club – we *are* Grimsby Town Football Club. It's a remarkable story that began in 1878 and has continued uninterrupted ever since.

There is nothing bigger and nothing more powerful in uniting so many people – through purpose, passion and pride – than a football club. It's people's identity. It's their family; their heritage. It's where they belong. This is something that cannot be undone. The bond, ties and loyalty are forever. And by being here, we are part of the story.

This is no ordinary job. This is an extraordinary opportunity. We are more than staff, players, managers, coaches, analysts, physios, stewards and volunteers. We are friends, supporters, promoters, entertainers, role models and, in some cases, idols and legends. But we cannot be any of these things without each other.

None of us is bigger than all of us. Every day, we strive for better. We are a football club, but we're at the heart of something much bigger. A club formed from its community now has the power to define its community. We are today's authors of this black and white story.

This moment has been 144 years in the making. And the next chapter is in our hands. Together, we can achieve greater things. And to achieve greater things we need a great team, and this is where you come in.

Job Title	Events Manager
Line Manager	Commercial Manager
Contract	Permanent 37.5 hours per week worked flexibility to include weekends and evenings
Salary	Circa £24,000 per annum
Holiday entitlement	28 days includes Public and Bank Holidays (pro rata in relation to hours)
Key internal relationships	Commercial Manager, Head Chef, Duty Bar Manager, Marketing & Communication Manager, Ticket Office Manager, Club Shop Manager, Maintenance Operative, HR Manager, Finance Manager
Purpose of the job <ul style="list-style-type: none">• To co-ordinate all internal or external meetings, events or use of facilities, from the initial request to conclusion in an efficient manner ensuring customer satisfaction.• To be the Designated Premises Supervisor (Licensee) for Lawrie McMenemy's Suite.• Assist the Commercial Manager with the driving of new sales and business opportunities.• To line manage the Hospitality team	

Main Roles & Responsibilities

Events

- To manage all incoming enquires for internal/external meetings, events or use of facilities, from the initial request to invoicing in an efficient manner, maintaining a high individual and team conversion rate.
- Seek every opportunity to sell the venue space. Thinking creatively, generate new ideas, to grow the business, enhance sales and profitability levels for the future.
- Proactively maximise profit margins by focusing on the up-selling or add-ons in order to achieve financial targets as well as enhancing the customer experience.
- Meet with Clients on their event days and ensure their event is being delivered as it was booked and to rectify any problems as they occur.
- To liaise with the operations and catering team on weekly basis to go through in depth the upcoming events.
- Establish a computerised booking system and enter all requirements, so all operating areas are aware of what they need to deliver.
- To ensure appropriate risk assessments are carried out and recorded.
- To be part of the operational set up as needed.
- Be present during the event to ensure all areas are coordinated and events run to schedule.
- To complete all invoicing on a daily basis ensuring clients payment are being received and logged and follow on any outstanding payments.
- Provide the Finance Manager and the Commercial Manager with the Revenue Summary Report for the week prior, along with all the invoices that have been sent out and are unpaid.
- On a weekly basis, issue a diary of events to ensure all relevant personnel are informed.
- Establish an electronic diary system, ensure it is kept up to date at all times and notify the relevant departments of any changes.
- Ensure that all security and cleaning personnel are booked in advance for upcoming events.

Bar Management

- Maintain new product knowledge through developing and maintaining relationships with drink suppliers.
- Overall responsibility for management of stock to ensure sufficient provision and manage wastage.
- Overall responsibility for Till Management.

Commercial

- Support the Commercial Manager with growing and managing an agreed number of vendors, and local businesses, with a coherent sales strategy to deliver the budgeted revenue sales targets.
- Explore and actively pursue any opportunities for additional revenue streams through benchmarking the business against competitors; identifying opportunities to develop business with local clients.
- Support the Commercial Manager with the preparation of financial reports to monitor the set budget for the financial year.

General

- To be the Designated Premises Supervisor (Licensee) for Lawrie McMenemy's Suite.
- To line manage the Hospitality Team.
- Build and enhance, long term client relationships to enhance the retention of past clients, current clients, gain referrals for new business and attract new customers.
- To attend networking events and business fayres as appropriate.
- Fully comply with all club and client policies, site rules, statutory regulations and working practices. To report any maintenance and repairs that may be required to Maintenance Team.
- Assist in the overall business and account management for all clients, ensuring that the best standards of customer service and client satisfaction are upheld at all times.
- To protect the integrity of Grimsby Town Football Club (GTFC) in the performance of duties.

This Job description should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in consultation in the light of the changing business needs.

Knowledge, Skills & Experience

To be able to deliver this role, there are skills and experiences we are looking for are:

- Adept in planning and running corporate, social and promotional events.
- Results driven sales experience, delivering strong tangible financials in a customer focused organisation.
- Proficient in managing budgets.
- High degree of personal drive and motivation.
- Attention to detail Excellent IT skills.
- Competent and personable with good time management skills.
- Excellent attention to detail.
- Proven ability to work under pressure in a fast-paced environment.
- Able to work calmly under pressure.
- Ability to work well as a member of a team and as an individual.
- Ability to understand and adapt to the culture of a professional football club.
- Demonstrate openness to accept change within an organisation.
- Actively cooperate and communicate with others, fostering a culture of teamwork and collaboration.
- An ability to review the current operation and identify practical areas for improvement.
- Positive about achieving Club, departmental and individual success.
- Proactively takes on new responsibilities and seek out opportunities to learn new skills.
- Must be accountable for delivering results within assigned levels of accountability.
- A flexible approach to work as this role includes work outside of normal office hours.

B Corporation

Grimsby Town Football Club is currently working towards B Corp Certification. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. To achieve certification, a company must:

- Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80.
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status.
- Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

B Corp Certification is holistic, not exclusively focused on a single social or environmental issue. And the process to achieve and maintain certification is rigorous and requires engaging teams and departments across the whole organisation. All employees are expected to commit to the journey of achieving B Corporation Status.

Safeguarding Statement

Grimsby Town Football Club is committed to safeguarding the welfare of children and young people and expects all staff and Volunteers to endorse this commitment. This post requires an Basic Disclosure and Barring Service Check (DBS) as such it is exempt from Rehabilitation of Offenders Act (1974).

Equality, Diversity and Inclusion

Grimsby Town Football Club's commitment to Equality, Diversity and Inclusion is to confront and eliminate discrimination whether by reason of age, gender, gender reassignment, sexual orientation, marital status or civil partnership race, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy or maternity and to encourage equal opportunities (Protected Characteristics, Equality Act 2010).

Employees of Grimsby Town Football Club must ensure a positive commitment towards equality, diversity and inclusion by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relationships between all internal and external stakeholders.