



<b>Post:</b>	<b>Events Coordinator</b>
<b>Site:</b>	<b>The Bath &amp; West Showground, Shepton Mallet, BA4 6QN</b>
<b>Reports to:</b>	<b>Head of Commercial Sales</b>
<b>Line Management:</b>	<b>N/A</b>
<b>Responsible for:</b>	<b>Coordinating the details of all Showground events, organising catering and communicating with all relevant departments. Coordinating catering for the Royal Bath &amp; West Show and any other Showground led shows.</b>

### **THE BUSINESS**

The Royal Bath & West of England Society is a charity that was set up in 1777 to promote and encourage Agriculture, Manufacture, Arts and Rural Crafts through an innovative approach to education and knowledge transfer. The business of the Society has evolved into three parts: -

1. Hosting financially viable agricultural and rural shows through Bath & West Shows Ltd.
2. Gaining best commercial value from our showground through Bath & West Enterprises Ltd.
3. Delivering our charitable objectives.

The Society is best known for hosting the annual Royal Bath & West Show on its own Showground at Shepton Mallet. At present it organises two other specialist agricultural shows, Grassland UK (every three years) and, annually, The Dairy Show - the country's largest such event. The Showground hosts a wide variety of other events organised by third party event organisers which, together with catering concessions, is worth circa £1m per year of additional revenue. It is felt that this area of the business has huge commercial potential not least with a newly refurbished 2-storey restaurant building completed in 2019 and the Rural Enterprise Centre that opened in early 2018.

### **PURPOSE OF THE POST**

The primary purpose of this role is to work closely with clients and coordinate the details of their event, ensuring all relevant documents are completed correctly and all departments are communicated with effectively to ensure the smooth running of all events.

This is an exciting time for this role to join the business, as the commercial potential is tapped into and further new event opportunities are explored.

This role will work with external suppliers and book all catering for Showground events, including the Royal Bath and West Show and other Showground led shows.

You will also support the Head of Commercial Sales in enquiry handling and conversion, as well as client retention.

### **CORE DUTIES AND RESPONSIBILITIES**

- Plan and coordinate all events, working closely with clients to gather final details, recording these correctly and ensuring all departments are informed efficiently.
- Book and arrange all catering for external and internal events and shows, including the Royal Bath and West Show.
- Follow SOPs and use system fully, ensuring all information is recorded and communicated correctly and efficiently.
- Collate and file all required paperwork from clients for example risk assessments, insurance etc.
- Respond and convert in-bound enquiries, following a rate card.
- Upsell and increase revenue where possible.

### **Working with Bath & West Internal Teams:**

- Deliver exceptional customer service to clients
- Work with internal site team
- Work with external contractors

These are the key responsibilities, but it should also be recognised that with a small but dynamic team there will be a need to have a “roll up sleeves and get things done” attitude.

### **PERSONAL QUALITIES AND BEHAVIOUR:**

#### **Essential:**

- Exceptional in event coordination
- Strong selling skills
- Excellent organisational skills
- Good interpersonal skills
- Strong written and verbal communication
- Problem solver
- Proactive
- Can do attitude
- Rapport building
- Pragmatic

- Ability to take initiative
- Negotiation skills
- Self-motivated

**Desirable:**

- Experience in or with catering
- Experience or understanding of using CAD
- Knowledge of the entertainment industry
- Understanding of agricultural shows
- Links to agriculture

**WORKING ARRANGEMENTS:**

Days of Work: There is basic working week of 36.25 Hours across 5 days per week to support The Showground's core activities. The basic daily attendance hours are between 09:00 to 17:00 hours Monday to Friday, with 45 minutes for lunch.

In addition to the contracted hours above, you:

- Will need to be flexible to meet The Showground's service needs, as some non-standard working hours and locations will be required.
- Will be expected to attend external professional events which may involve non-standard working hours and on occasions including overnight stays.

**BENEFITS:**

- The Society offers car travel expenses at 45p per mile for authorised activities
- The Society runs a staff pension scheme and healthcare scheme (after 3 months service)
- The Society offers 25 days paid holiday per year, plus Bank Holidays

**LOCATION**

The post-holder should ideally live within reasonable travelling distance of The Showground, BA4 6QN.

**Please Note** *All details are provided for guidance only, and do not necessarily limit the responsibilities and accountabilities of the job. Full details of employment terms are provided within offers of employment, the Staff Handbook, and appropriate policies within the Royal Bath and West England Society. Some benefits indicated may only be available after a qualifying period. This document does not constitute an offer of employment. Offers are only valid when provided in writing.*