**Job Title: Sales and Events Manager**

**Reports to: FD and CEO**

**Status: Permanent part time (3 days per week on average)**

**Job Summary:**

The Sales and Events Manager is responsible for driving revenue through four distinct work streams:

1. The sale and successful delivery of events at Blair Castle
2. Growth of castle group ticket sales with the travel trade
3. Procurement of film location contracts.
4. Corporate lodge bookings

This includes generating new business, managing client relationships, planning events from concept to completion, and ensuring an exceptional client experience. The role blends sales strategy with operational execution, requiring strong organisational and interpersonal skills.

**Key Responsibilities:**

**Sales and Business Development:**

* Proactively seek and secure new clients and event business across corporate, private, and public sectors
* Develop sales strategies to meet or exceed revenue targets
* Build and maintain strong relationships with clients, partners, and vendors
* Create and present compelling event proposals and quotations
* Attend networking events, trade shows, and promotional activities

**Event Planning and Delivery:**

* Plan, coordinate, and deliver events from concept to execution
* Liaise with clients to clearly define event objectives, budgets, and expectations
* Coordinate internal teams and external suppliers to ensure smooth operations
* Prepare event schedules, briefs, and risk assessments
* Be present at events to oversee set-up, delivery, and breakdown where required

**Client Management:**

* Act as the main point of contact for clients throughout the event planning process
* Ensure high levels of client satisfaction and manage post-event follow-up
* Handle client feedback and resolve issues promptly and professionally

**Administration and Reporting:**

* Maintain accurate records of sales activity and event planning documentation
* Prepare sales forecasts, reports, and budgets for management
* Monitor and report on KPIs and event performance metrics

**Key Skills & Qualifications:**

* Proven experience in event planning and sales, ideally in hospitality, venues, or corporate settings
* Strong organisational and project management skills
* Excellent negotiation and communication abilities
* Ability to manage multiple events and clients simultaneously
* Proficiency in CRM and event management software
* Knowledge of budgeting, contracts, and health & safety requirements

**Personal Attributes:**

* Results-driven with a commercial mindset
* Creative, proactive, and detail-oriented
* Calm under pressure and solution-focused
* Team player with leadership capability
* Flexible with working hours, including evenings/weekends as needed