



Events and Guest Experience Manager

Petworth Places

About the Role

We are seeking a dynamic and experienced part time Events and Guest Experience Manager to lead and project manage the events at Petworth Places. The successful candidate will seek sales opportunities to promote the company's wedding and events business wherever possible. The Events and Guest Experience Manager will also provide event co-ordination including wedding planning and ensure guests have a positive experience in our businesses. In this role, you will help to resolve any guest feedback and liaise with the operational managers to ensure staff are properly trained to provide customer service to a high standard.

About Petworth Places

Petworth Places is made up of several teams of dedicated people building a destination hospitality and food and beverage business. Our core businesses are located in the beautiful South Downs market town of Petworth, West Sussex, and the historic market town of West Malling in Kent.

Established in 2010, the group comprises a multiple-award-winning food brand, The Hungry Guest (a double winner of UK delicatessen and farm shop of the year), E. Street Bar & Grill, and The Angel Inn (with seven upmarket guest rooms). The group also includes Augustus Brandt, a interiors and antiques business, and Newlands House Gallery, an exciting gallery and exhibition space.

Responsibilities

Weddings:

- Ensure all information is researched and available to respond to any enquiry
- Provide current information on menu pricing, menu examples, including any restrictions and set up a tasting session if required for the couple
- Provide a detailed itinerary or plan for inhouse staff to project manage the event, and to the couple getting married to avoid confusion
- Create a budget for the wedding event, and agree margins with the operational team
- Build relationships with registrars, celebrants, vicars, priests etc. to provide wedding services
- Establish relationships with local florists, hair and beauty salons, music groups and dress-makers to assist the bride and groom in their event planning
- Write a wedding brochure with the assistance of our marketing team
- Register Petworth Weddings on third party websites
- Liaise with Marketing to ensure the event maintains our branding and shows the hospitality outlets to our best advantage, on social media and in our brochure
- Follow up with the wedding party to ensure completion and after care is a positive experience
- Provide a monthly report to line manager on all activities
- Create templates for order of service to assist the smooth operation of weddings and private events



- Share a wedding contract with management to ensure we are compliant and clarify the obligations of the company and the wedding party
- Ongoing management of correspondence with private clients and wedding parties for positive follow up and completion of contractual obligations

Events:

- Liaise with Marketing and CEO on storytelling to promote the brand
- Liaise with CEO and our Wholesale Sales Executive to introduce potential customers for gifting and hampers
- Create event proposals which fit client requirements and presenting proposals by deadline
- Plan event aspects, such as venue, seating, dining, and guest list
- Delegate event planning tasks to other staff members where necessary
- Demonstrate to clients a strong knowledge of venues and vendor offerings and taking clients on tours of venue possibilities
- Coordinate event entertainment, including music, performers, and guest speakers
- Stay within budget while planning event specifications
- Issue invoices and collect payments in a timely manner, and create comprehensive financial reports
- Manage and oversee events on the day, including problem-solving, welcoming guests, directing event set-up, communicating with staff, and organising vendors
- Communicate with the Marketing team to create effective advertisements for each event, and when necessary crafting marketing materials such as print and internet advertisements for individual events
- Ensure that the event aligns with the organisation's brand image
- Create sales opportunities for future events
- Visit wedding fairs and other events to promote the company's wedding and events business

Other Activations:

Liaising with the CEO, General Manager and Marketing Manager on curated itineraries throughout the year, including, but not limited to:

- Art Tour events
- Shooting parties
- Private gallery venue hire
- Dark Skies SDNP experience
- Vineyard visits
- Hot Air Ballooning
- Vintage Car experience
- Business offsite meetings

Additional Responsibilities:

- This document is not intended to be an exhaustive list, and additional responsibilities maybe required as Senior Management team continually develop and grow the business and companies as a whole.



Experience and Qualifications

The successful candidate will possess the following:

- Demonstrable experience within creative wedding and private events management
- A holistic understanding of the wedding and private party sector, trends, and key industry developments
- Commercial acumen to evaluate enquires and prepare responses
- Knowledge of delivering events
- A cultivated list of industry contacts to elevate the brands current repertoire of suppliers
- Experience managing a team of both internal employees and freelance staff
- Creative mindset
- Well organised and a strong multi-tasker
- Strong attention to detail
- Personable and able to interact with discerning customers

Core Competencies

Accountability

Demonstrates and communicates a high level of ownership and commitment to achieving results, accepting responsibility for behaviour and job-related tasks, and establishes an agreement on how success will be measured.

Communication

Listen, speaks, and writes clearly and concisely, provides useful and timely information to people by choosing the most appropriate method of communication and tailoring the message for the intended audience.

Customer Service Orientation

Establishes mutual expectations with both internal and external customers to ensure satisfaction, going above and beyond to help build a strong relationship. Shows care and timeliness when dealing with any requests, is keen to offer assistance before a request is created.

Planning

Uses effective methods to determine priorities, set goals, and create a plan. This includes the ability to organise oneself to complete routine tasks and prepares daily, weekly, and monthly plans. Is able to establish priorities based on knowledge of the organisation.

Technical Savvy

Shows an understanding of technical products, programs, and their application; stays up to date on current trends and events relating to technology, and understands general business application of IT.

Problem Solving

Takes a systematic approach to solving problems rather than reacting to symptoms, recognises problems quickly and uses good judgment, common sense, and past experience and knowledge to act appropriately and efficiently.

Other Important Traits

Just as important as the technical requirements of the job are the less tangible elements that will help the right candidate achieve outstanding results:



- Interest in food, quality ingredients, and travel.
- Interest in heritage, culture, craftsmanship, and artisanal excellence.
- Leadership and demonstrable teamwork skills.
- Friendly and accommodating, with excellent interpersonal, written and oral communication skills.
- A good balance between strategic planning and hands-on delivery.
- Creative 'outside of the box' thinking.
- Ability to influence at a senior level to secure strategic partnerships.
- Diplomacy to have difficult conversations as needed.

Key Relationships

Internal: CEO, General Manager, Marketing Manager, Restaurant and Retail teams

External: Third Party suppliers, Relevant Business Partners, Guests/Customers

Benefits

- Competitive salary
- Staff discounts at all group outlets
- Employee Assistance Programme
- Free admission to Gallery exhibitions for employees
- Discounted membership to Newlands House Gallery
- Holiday entitlement of 28 days per annum including Bank Holidays (for full time roles).
- Learning and development opportunities

Location: Petworth, West Sussex

Employment Type: Part Time - Permanent

Salary: Competitive market rate salary

Employer: Petworth Places

To Apply: Please send your CV and covering letter to recruitment@petworthplaces.com