



Hello,

Thank you for your interest in the role of Events Sales Executive at the Bluecoat.

Catering and events are a vital element of Bluecoat's business. We are seeking an exceptional and motivated individual to help us deliver top quality events as we work towards achieving our aim for 2030 to host 1.4 million visits per year to our historic city centre building.

Our aim is to provide professional and unique events for a wide range of clients including weddings, conferences and corporate events. We provide relaxed, open and welcoming spaces that connect people with the process of creativity in the heart of the city centre.

We are looking for a proactive individual that can provide a seamless service for our events customers. The successful candidate will have excellent communication skills, events experience and be able to thrive in a busy environment.

This job pack provides further background on Bluecoat and the essential skills needed for the role.

We look forward to hearing from you.

Best wishes,

Mary Cloake  
Chief Executive, Bluecoat

In this job pack you will find:

1. About the job
2. How to Apply
3. About Bluecoat
4. Job Description and Person Specification
5. Further information

## 1. About the job

**JOB TITLE: Events Sales Executive**

**Salary: £22,500 (30 hours per week pro rata)**

**Contract: 3 years, fixed term contract**

**Line managed by: Catering and Events Manager**

The Events Sales Executive is a pivotal part of the Bluecoat's operations, responsible for sales and income generation from third party hires, conferences, weddings, functions and other private events at Bluecoat.

Trading at the Bluecoat is a wholly owned subsidiary of Bluecoat which shares its values. It supports the delivery of Bluecoat's vision by generating the profit it needs to deliver its artistic and creative plans. We have a healthy events business including weddings, corporate hires and special occasions.

The Event Sales Executive will play a key role in driving revenue and profitability. You will ensure that our events are managed to the high standards our clients expect from us and will lead on the delivery of some events.

## 2. How to Apply

You can apply for this role using the **Application Form** and **Equal Opportunities Monitoring Form** only. We will not accept CVs.

**Either** 1) submit both these forms (in Word or Google Document format) by email to [recruitment@thebluecoat.org.uk](mailto:recruitment@thebluecoat.org.uk) quoting "Events Sales Executive" in the subject line.

or 2) send both completed forms by post to:

Recruitment, Bluecoat, School Lane, Liverpool L1 3BX

**Closing date for applications: Friday 10 June**

**Interviews are expected to take place: week commencing Monday 19 June**

After shortlisting against essential and desirable criteria detailed in the person specification, shortlisted candidates will be invited to interview.

### 3. About Bluecoat

#### ***Background***

Bluecoat is Liverpool's centre for the contemporary arts - a bustling cultural venue that sees 700,000 visits each year. Our city centre positioning, our building's heritage, and our hospitality business help attract an audience that is diverse in age, gender, disability, ethnicity and socio-economic background.

We host a regular programme of exhibitions, live events, workshops and discussions covering a range of art forms including visual art, music, dance and literature. Our participation programme enables people who might otherwise face barriers to engagement to be involved in the contemporary arts. Bluecoat, based in a grade I listed building, is also home to a community of creative retailers, working artists' studios, a cafe and a bistro.



#### ***History***

The oldest building in Liverpool city centre, Bluecoat has a fascinating history. It started life as a church charity school for orphans 300 years ago. The school moved to Wavertree in 1906 and the building has been an arts centre, the first in the UK, ever since.

Bluecoat's eighteenth-century origins are connected to the sea, when many merchants supported the school with funds derived from maritime trade, including transatlantic slavery. The arts centre continues to interrogate this and other colonial histories through exhibitions, performances and projects, working with artists and communities, as well as ongoing research.

Bluecoat has always played a major part in Liverpool's cultural life, from hosting the likes of Picasso and Stravinsky during the early twentieth century, to developing relationships with artists such as Yoko Ono and George Melly. Its public programmes have attracted national acclaim for hosting leading figures from the arts and entertainment worlds while nurturing new talent locally.

Surviving wartime bombs and turbulent political and economic times, Bluecoat remains a symbol of Liverpool's resilience and creativity. Today, it is more popular than ever, with its mix of architecture, arts, shops, café, a garden to relax in, and a wealth of stories. For more on Bluecoat's history visit our archive website [mybluecoat.org.uk](http://mybluecoat.org.uk)

### ***Vision***

Bluecoat is entering an exciting period of change. We have a new ten year strategy which outlines our ambition to provide a space for the public to experience contemporary art and visual culture in new and exciting ways. As a worksite for artists we will experiment with new ways of bringing process and progress into the public domain, working in purposely inclusive ways with artists who find this an exciting prospect. We will open up our building's cultural legacies to artists and audiences through interpretation, engagement and research. Our hospitality and catering is a key element in achieving this vision.

### ***Brand***

Bluecoat has recently undergone a rebranding process resulting in four new brand pillars, a new communications principle, new visual identity and tone of voice. The four pillars each represent a priority area for the Bluecoat over the coming years - not necessarily where we are as an organisation, but where we are heading:

#### ***1. Breaking new ground***

Bluecoat is Liverpool's contemporary arts centre - the first, the original. A place defined by 100 years of radical thought and creative reinvention. An independent arts centre that continues to nurture artistic talent and break new ground. Part of Liverpool's past, key to its future. Liverpool has the fastest growing city centre population in the UK, growing 181% between 2002-2015.

#### ***2. Unlocking the creative process***

Bluecoat brings people into the heart of the creative process, creating new opportunities for individuals and communities to interact with artists as they work. A place not just to look at but to engage with art.

#### ***3. Inspiring curiosity***

Bluecoat is a creative playground, a supportive space in which to unearth new ideas and embrace something out of the ordinary. It is a place that sets out to inspire: here, you can make, debate, and participate in new and unexpected ways.

#### ***4. Purposefully inclusive***

Bluecoat is an inclusive home for artists and creative practitioners. A place that sees potential in many voices under one roof. A platform for artists with different viewpoints and from backgrounds under-represented in the sector. Here, artists can find their voice and share their work with a wider and more diverse public.

***Equal opportunities***

Bluecoat is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity. Bluecoat is an equal opportunities employer and will provide reasonable support throughout the recruitment process to applicants who have a disability.

#### 4. Job Description & Person Specification

<b>Job Title</b> Events Sales Executive	
<b>Responsible to</b>	Catering and Events Manager
<b>Main Purpose of job</b>	To maximise sales and income generation from third party hires, conferences, weddings, functions and other private events at Bluecoat
<b>About the Team:</b>	This role will sit within the Trading Team
<b>Internal communication</b>	Marketing & Communications, Buildings, Finance, Participation and Programme
<b>External communication</b>	Suppliers, customers, sales contacts, peer organisations in Liverpool and nationally
<b>Hours of work</b>	<b>Hours:</b> 30 hours per week a flexible working pattern of 4 days and a willingness to work additional hours if required.
<b>Location</b>	Bluecoat Liverpool L1 3BX
<b>Salary</b>	£22,500 (30 hours per week pro rata)
<b>Contract Type</b>	3 years, fixed term contract
<b>Holidays</b>	33 days (pro rata) per year including Bank Holidays . As Bluecoat is open all year round (with the exception of Christmas Day, Boxing Day and New Year's Eve Day), if Bank holidays fall on normal working days these will be expected to be worked, unless pre-booked as holiday.
<b>MAIN RESPONSIBILITIES</b>	
<ul style="list-style-type: none"> <li>● To maximise sales and income generation from third party hires, conferences, weddings functions and other private events at Bluecoat.</li> <li>● Play a key role in driving revenue for Bluecoat.</li> <li>● Ensure that our events are managed to the high standards our clients expect from us.</li> </ul>	
<b>RESPONSIBILITIES</b>	
<b>Sales and Income generation</b>	
<ul style="list-style-type: none"> <li>● Meet targets set in relation to sales, cost and operating profit.</li> <li>● Proactively manage and sell commercial spaces and events at Bluecoat.</li> <li>● Generate leads to optimise the commercial hire of spaces at Bluecoat during daytimes, evenings and weekends.</li> <li>● Demonstrate excellence in direct sales by maximising conversion rates and achieving annual commercial events sales targets, through venue hire and event catering.</li> </ul>	

- Research and identify new business development opportunities, including upselling and cross selling.
- Manage and maintain direct sales activity, ensuring all enquiries are followed up and sales leads are continuously nurtured.
- Be the first point of contact for the client and lead on show-rounds confidently and with enthusiasm.

#### **Finance and Administration**

- Ensure client and event details are accurately entered on a booking system and updated as appropriate, with excellent attention to detail.
- Prepare accurate and timely quotes and invoices for clients.
- Work with the Finance department and Visitor Services Manager to ensure budget and cost control measures are taken and provide accurate forecasts and reports.
- Provide a quality handover to the delivery team to ensure all aspects of each event runs flawlessly. Undertake a review and evaluation of the client's satisfaction with the service provided.
- Manage multiple tasks simultaneously, seeing each one through from enquiry to delivery and ensuring all details are clear, so tasks can be picked up by others in your absence.
- Build long term relationships with suppliers and clients, communicating confidently both verbally and in writing.

#### **Marketing and Business development**

- Liaise with Marketing and Communications to develop and deliver a strong sales and marketing plan to increase the visibility of Bluecoat hires, identifying and maximising promotional opportunities within the industry.
- Develop market awareness, understanding competitor strengths, weaknesses and sales methods and benchmark competitors hire fees in line with market value. Give feedback on this research.
- Attend appropriate sales, exhibitions and networking events to represent and increase awareness of Bluecoat.

#### **General**

- Flexible working including evenings and weekends when required
- Participate in staff training and development activities as required.
- Act as an Ambassador for the Bluecoat at all times.
- Carry out all duties with full regard to Bluecoat's Equal Opportunities, Health and Safety and Safeguarding policies.

## Person Specification

We are seeking a motivated individual with previous commercial event / hospitality management experience in a busy environment.

### Please read this section before starting your application

All the criteria in this person specification are important, but those headed Essential are the most important requirements. Please make sure you give examples of how you meet the essential criteria when writing your application. Those marked Desirable should be referred to if you have them.

Please tell us about any transferable skills that you have which support you meeting the Essential and Desirable criteria for the role.

Your application will be scored on the criteria in the person specification, and the more criteria you can demonstrate through examples will increase your score. This will determine whether you are invited to interview. If invited to the interview stage, your suitability for the job based on these competencies will be assessed further.

### Essential

You'll need to have:

- Direct sales experience in commercial events environment with a proven sales track record of selling event spaces to corporate and private clients
- Ability to lead coordinate and deliver high quality events with great attention to detail
- Strong negotiation, communication and presentation skills with the ability to foster and maintain successful working relationships with colleagues and contacts
- Administrative ability, excellent IT skills and good working knowledge of event operating procedures, including a computerised bookings system
- Ability to work flexible hours including weekends and evenings

### Desirable

1. Evidence of drive and determination to improve standards and profitability
2. A well-organised approach to work with flexibility and the ability to solve problems in a pressurised environment



3. Experience on managing and working with budgets
<b>Values and behaviours</b>
<b>Essential</b>
1. Uphold Bluecoat's values as an inclusive and collegiate organisation
2. A supportive and empowering approach to working with colleagues and volunteers.
3. A sensitive approach to managing group dynamics.
4. A positive attitude to tackling challenges and collaborative problem solving.
5. An honest and open approach to internal communication along with an awareness of the importance of discretion and sensitivity.
6. A genuine commitment to the principles of equal opportunity and cultural diversity, including actively contributing to Bluecoat's Equal Opportunities policies.
7. A passion to contribute to Bluecoat's ambition to make the contemporary arts alive to all through provision of exceptional experiences
8. A commitment to maintaining a safe workplace including carry out all duties with full regard to and Health and Safety policies

## 5. Further information

For more information about Bluecoat, visit our website [thebluecoat.org.uk](http://thebluecoat.org.uk)

Have a look at our social platforms:

Facebook: [facebook.com/theBluecoat](https://facebook.com/theBluecoat)

Twitter: [@thebluecoat](https://twitter.com/thebluecoat)

Instagram: [@the\\_bluecoat](https://www.instagram.com/the_bluecoat)

**We look forward to receiving your application!**