

Wedding Sales and Events Coordinator



The Wellbeing Farm specialises in providing fun, unique and magical weddings and events. We have big ambitions for The Wellbeing Farm and with an already jam-packed calendar, we need support to realise our dreams. We need a truly spectacular person to join our award winning team and help us through their personality, coordinating, sales and organisational skills to put The Wellbeing Farm on the map. Could this be you????

We are looking for an experienced Wedding and Events Coordinator who can sell our quirky venue to couples looking for a wedding and to companies looking for a unique corporate event. You will work to ensure the smooth running of the sales and event coordination functions of the business.

You can't fake personality, passion or purpose so we need someone smart and switched on. Someone who knows that sales and going above and beyond for couples is the drive of all successful businesses. Someone to keep the couples on track with their wedding planning, coordinating meetings and payments, onsite accommodation bookings, wedding feast bookings and proactively responding to enquiries using our CRM system. The successful applicant should have a passion for wedding and events, previous experience within the industry and of course, lots of commitment and enthusiasm.

Following the sales process, this individual will need to be confident and take pride in ensuring the wellbeing, satisfaction and comfort of our customers, working with them to establish a highly personalised style of service in keeping with our fun and quirky atmosphere.

If you have experience and skills in the coordination of weddings and events alongside sales (and you want to see llamas on a daily basis!) then you'll love this role.

This role will be full time, permanent, 5 days (40 hours approximately) per week with flexibility around weekend and evening working to the needs of the business.

Responsibilities – Wedding Sales and Events Coordinator

Business Growth and Sales:

- Actively pursue sales leads using our CRM system, accurately record sales opportunities and create the conditions for successful sales conversion.
- Be responsible for coordinating responses to initial enquiries and delivering processes to follow up all enquiries in a timely manner and convert business.
- Deliver an exceptional customer experience whilst meeting agreed business revenue targets, including upsells and ways to maximise margin and profitability on each event.
- Identify, target and coordinate The Wellbeing Farm presence at appropriate wedding fairs, events.
- Respond to incoming email and phone enquiries, provide quotations and secure sales.
- Record, track and analyse enquiries, sales and future bookings so that current, accurate and up to date reports are always readily available and regularly report progress compared to target sales and forward bookings to the Head of Sales and Marketing
- Handling and responding to complaints, monitoring TripAdvisor, Google and Facebook reviews.

Marketing & Customer Experience:

- Successful planning and delivery of a wide variety of weddings, corporate events and parties.
- Taking a lead on organising customer planning meetings liaising with the Head Chef as required.
- Use and interpret customer data to understand customer experiences, to make improvements where required.
- Supporting social media activity – Insta and facebook stories
- Capturing photos and details of the weddings so we can post on social media
- Coordinating details with suppliers, as well as attending industry events to ensure we maintain our excellent reputation
- Supporting the organisation of wedding open days and wedding fairs to promote The Wellbeing Farm's relationships with suppliers

The Person Specification – ESSENTIAL SKILLS AND EXPERIENCE:

- 1-2 years minimum of wedding, events and hospitality experience – ideally a proven record of converting business and dealing with bookings from enquiry stage to day of arrival - including show-round, follow up and final details.
- Maths and English qualifications and demonstrable professional development
- Good knowledge of wedding planning and delivery with direct experience preferred
- Sales background and experience with a track record for sales and business growth
- You will be a multitasker – you must be able to organise and keep track of projects, schedules and people and you will be decisive, even under stress.
- You will be a professional trouble-shooter – you will be able to think of creative and practical solutions to problems in a fast-paced environment.
- An excellent communicator who enjoys meeting potential clients, and negotiating with them in an enthusiastic and motivated manner.
- Meticulous administrative skills and attention to detail.
- A good understanding of numbers and the ability to interpret financial information.
- A proactive individual who can identify new opportunities for The Wellbeing Farm and who can develop new initiatives and projects.
- Ability to work evenings and weekends.
- Excellent IT and social media skills (PowerPoint, Word, Outlook & Excel, CRM-based software social media etc.)
- Constant strive for perfection and a clean attention to detail
- Strong interpersonal skills with a friendly and warm personality
- Passionate about helping people plan their perfect day
- To seek learning experiences and expand your own personal capabilities
- The ability to work with others, as well as being self-motivated and able to work on your own

- A can-do attitude; this could be pinning buttonholes onto suits, feeding the Llamas, hoovering the carpet or shovelling snow!
- Clean driving licence and car owner essential

As The Wellbeing Farm is a small business, all employees must be flexible with their duties; from time to time you will be asked to participate in tasks that are not in your job description. This can include cleaning, reception work, etc.

This job description will be subject to periodic review and amendment in accordance with the needs of the organisation.

All employment will be subject to a three-month probationary period.

Are we right for you?

While we don't have a typical employee, there are some specific qualities and traits that we look for – enthusiasm and a genuine passion for hospitality goes without saying! We have pulled these qualities into a set of company values which we will recruit to:



TEAM WELLBEING VALUES

THE 5 P'S

- **PROFESSIONAL**
 - We are fun but professional when we have to be
 - We stay calm under pressure

- **PERFECTIONIST**
 - We finish the job
 - We ask for help when needed
 - We keep the farm tidy
 - We use our initiative and common sense to ensure we complete the necessary tasks

- **PERFORMANCE**
 - We are a terrific company to work for and we all work toward business growth
 - We believe in helping each member of our team to be awesome and we love creative, innovative team members
 - We only hire people who are committed to doing something exceptional and are competitive

- **POSITIVE**
 - We are open, honest, truthful with integrity
 - We show respect for colleagues and the business

- **PASSIONATE**
 - We have a can-do attitude – We embrace change and opportunities
 - We have a good sense of humour
 - We look after your health, wellbeing and safety
 - We embrace sustainable practices

THESE VALUES UNDERPIN OUR BUSINESS AND TEAM CULTURE AND WE RECRUIT TO THESE VALUES AND MEASURE YOUR PERFORMANCE AGAINST THESE VALUES



... and now for the good stuff!

We are passionate about our staff and their development. We work hard to ensure you enjoy your job and in addition to excellent training, learning and development opportunities, we offer:

- Competitive rates of pay
- Flexible hours – expectation would be to work the events calendar including weekends and evenings
- 28 days pro rata annual leave (including bank holidays)
- Further professional training and development offered
- Meals during functions and events
- Free car parking
- Pension (after qualifying period)
- Working in a friendly environment which encourages work-life balance
- Celebratory 'Birthday Box' on your birthday
- But mostly, we offer the chance to join our journey and to become a part of our incredible team including the opportunity to mingle with Llamas!

Health, Safety and Security:

- It is the responsibility of each employee to familiarise themselves and comply with the Company's procedures and systems on health and safety and licensing regulations.
- While the Company will take all reasonable steps to ensure the health and safety of its employees, health and safety at work is also the responsibility of the employees themselves. It is the duty of each employee to take reasonable care of their own and other people's health, safety and welfare and to report any situation which may pose a serious or imminent threat to the wellbeing of themselves or of any other person.

Training:

- Managers are required to take responsibility for their own and their staff's development.
- All employees have a duty to attend an induction and all mandatory training sessions as required by the organisation.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.