St Martin-in-the-Fields

Sales and Events Assistant
Salary £28,000-£30,000 p/a
Who we are

St Martin-in-the-Fields is a unique configuration of cultural, charitable and commercial initiatives rooted in the life of a vibrant Church of England congregation. Our vision is on the Edge; This declares that we see ourselves at the heart of London, through our location on Trafalgar Square, through our national profile gained through nearly a century of broadcasting and our flagship role in social issues – but also appealing to the heart through our long tradition of choral and classical music and our reputation for compassion gained through a century of engagement with poverty and destitution. It also names our calling to be on the edge, not just of Trafalgar Square but alongside those on the edge of exclusion or oppression by society or church, and on the cutting edge of innovation in culture, commerce, charity and congregational life.

Nature and scope of the job

St Martin-in-the-Fields is a unique venue located in the heart of Trafalgar Square, central London, with its beautiful blend of modern and historic architecture, and can provide a unique space, a suitable menu designed by our award-winning chefs and trained team of talented staff.

The Sales and Events Assistant will work closely with the Events Management Team and Café Management team to deliver events across the site.

St Martin-in-the-Fields has the following space to hire:

- 3 meeting rooms accommodating 6, 10 and 22 guests
- St Martin’s Hall suitable for up to 120 theatre style, 100 for dinner or up to 200 for a reception
- The Gallery for up to 60 seated or 150 standing reception
- The Crypt suitable for up to 500 guests
- The Courtyard up to 150-300 guests

These spaces can be hired individually, as a suite of rooms or breakout spaces.

St Martin’s has hosted a wide variety of events from meetings for local and national government away days, SME’s and corporate events, celebration parties and West End wrap, press night and film premier parties, as well as weddings, wedding receptions, fashion shows and conferences.

St Martin-in-the-Fields is a working parish church in the heart of London. St Martin’s operates several successful commercial activities on site including the Café in the Crypt, The Shop at St Martin’s and a full and varied programme of concerts, the profits from which support the work of the church.

Main duties

Incoming Enquiries and Sales

- Being an initial point of contact for the events team, responding quickly and efficiently to all incoming sales enquiries, by telephone and email, ensuring the client receives the appropriate information about our facilities;
- Following up all enquiries in a timely manner, preparing proposals and facilitating site visits with potential clients to display our venue and facilities;
- Contracting bookings, co-ordinating all details for the client, including food and beverage and up selling where possible e.g., AV equipment, entertainment, bespoke menus; and
- Responding to and coordinating internal meeting and event requests when appropriate.
Sales and Marketing

- Assisting with achieving sales and marketing targets as set in yearly budget;
- Generating new enquiries through securing repeat business and referral business from current clients – including checking in with key clients on a regular basis;
- Developing new business/increased product awareness through attendance at trade shows, exhibitions, and networking events as requested by Events Management Team;
- Benchmarking our offering against other similar venues through market research; and
- Tracking trends in lost business, conversion rates and researching venues which have been chosen in place of SMITF.

Administration

- Recording the progress of all enquiries and translating into reports, including source of business, trends, enquiry conversion rates, predicted event sales;
- Ensuring all event paperwork is tracked via the system;
- Handling deposit payments, including raising invoices and maintaining financial records;
- Arranging all event details and produce a detailed event function sheet outlining accurate event requirements;
- Controlling the event booking diary for all event bookings in all event spaces across site; and
- Overseeing and updating 3rd party listing profiles alongside finding new platforms for the venue.

Sales and Planning

- Keeping details and meetings with clients, suppliers, and production partners;
- Conducting weekly planning meetings with internal team;
- Sourcing and building new client relationships;
- Maintaining and growing existing relationships with clients to encourage repeat bookings by staying in regular contact;
- Ensuring all events are planned with precision; and
- Log all customer event feedback for reports.

Personal Development

- Fully support the Events & Commercial Partnership Manager with the smooth operation of the events space, and deputise in absence; and
- To attend and contribute to relevant meetings.

Customer Service and Guest Experience

- Deliver exceptional customer service to every client;
- Ensure a sound working knowledge of the organization and the events space available is used appropriately and consistently; and
- Understand the site wide activities across St Martin’s and the challenges these may present in event sales & operations.

Event Delivery

- Meet with clients on event delivery days, being a first point of contact;
• Introduce clients to event operations team on delivery days;
• Ensure a thorough event handover is given to the operations team in advance of the event and operational support offered (as needed) on delivery days; and
• Manage “day-of” issues and queries from clients, working closely with operations team to ensure all is delivered to the highest possible standard.

*This is not an exhaustive description of the job; aspects will change over time and the jobholder is expected to contribute to its development and progression.*

**Knowledge, skills, and abilities**

To be effective in this role you will need to demonstrate knowledge of the following, including formal training where appropriate:

• At least 2 years’ venue sales experience within an events/hospitality environment (unique venues desirable);
• Knowledge and experience of coordinating events, with a sales and service focus;
• Excellent written and oral communication skill, with sound attention to the detail;
• Be highly organised and a forward-thinking person, with the ability to manage conflicting priorities;
• Be able to anticipate a client’s needs;
• Deliver excellent customer service;
• A team player with an interest in people, who enjoys working with others within a large and varied organisation;
• Ability to respond calmly and confidently to last minute challenges and problems;
• Have a flexible attitude to working hours and sound timekeeping;
• Sound experience and knowledge in Microsoft suite;
• Ability to work to budget, financial targets and KPIs; and
• Experience with CRM/ Database management.

*Candidates should also:*

• Hold basic knowledge of AV setup for meetings & events (desirable but not essential);
• Be able to juggle multiple projects and tasks at the same time;
• Possess excellent personal presentation;
• Have an enthusiasm for events management;
• Demonstrate knowledge of events & sales Software Rendezvous, or similar;
• Work in sympathy with the ethos and values of St Martin’s; and
• Have the right attitude!

**Who we are looking for**

St Martin’s welcomes applications from all sections of the community and is committed to maintaining an inclusive working environment, with a diverse workforce. We value individuality, equality and representation and appoint on merit.
Why should you apply?

- You want to progress your career and increase your own knowledge and skills in a supportive and compassionate environment;
- You want a competitive salary and benefits; and
- You want to work in a progressive and inclusive environment that celebrates individuality and self-expression every day.

How to apply

To apply for this post, please email the following to peopleandculture@smitf.org by close of play on 19th January 2024.

- A supporting statement, explaining why you believe you will excel in this role;
- An up-to-date CV detailing your relevant achievements.

Look us up!

@smitf_venues  @smitf_london  @stmartininthefields