

THE  
FIFE ARMS

BRAEMAR

**JOB DESCRIPTION**

**EVENTS MANAGER**

HIGHLANDS HOSPITALITY LTD  
DIRSLADE FARM, DROPPING LANE, BRUTON, SOMERSET BA10 0NL

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**Role Title – How I will be known** Events Manager

**Key Relationships – Who I will engage with**

- I will report directly to the General Manager (GM).
- I will report indirectly to the Deputy General Manager (DGM)
- I will report indirectly to the Sales Director
- I will be responsible for leading and managing all Events and co-ordinating sales
- I will engage with Reception, Reservations and Sales & Marketing teams.
- I will work cohesively with the management team to achieve our shared goals.

**Purpose– What I will achieve**

I will play a key role in achieving the Company's goal to create the best hotel in Scotland by offering our guests unique and exceptional experiences. I will do this by exceeding our guest expectations in every aspect of their stay so that they leave us feeling enriched and engaged and hungry to participate in our ethos.

**Outcomes – What success will look like for my role**

1. The Events Function exceeds performance targets.
2. The Sales Team exceeds performance targets.
3. Our guest experience is consistently exceeding their expectations.
4. The financial targets for the Hotel and the Division are achieved.
5. The Fife Arms achieves national and international recognition.

**Key Tasks - How I will achieve the outcomes**

**General**

I will take responsibility for the following within Events:

1. Create a proactive and dynamic approach to creating, promoting and selling events,
2. Develop a strategy in partnership with the sales & marketing team to maximise opportunities,
3. Ensure effective and efficient co-ordination and management of all sales activities including reporting,
4. Work closely with Reservations and F&B to ensure that all events are co-ordinated and slick,
5. Ensure all events are delivered with flair and exceed customer expectations.

**Pre-Opening**

- Develop a strategy and programme for creating, promoting and selling events,
- Contribute to the development and compilation of Events and Sales Operating Standards & Procedures.
- Support development and implementation of all IT tools.
- Develop and implement Events & Sales readiness plan for opening on time.
- Support Head of Departments Team in their activity.

**Open for Business**

- Oversee all Events and associated sales co-ordination activity to ensure excellent guest service.

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- Act as Duty Manager in accordance with Duty Management Rota.
- Ensure the effective application of Health and Safety Hotel Policy.
- Lead by example, active coaching and mentoring of peers and colleagues.
- Take responsibility for the Events Budget and Management policies and practices, and in general support the General Manager to achieve the Hotel financial target.

**SUMMARY OF SKILLS AND ATTRIBUTES - A TO Z - WHAT WE LOOK FOR IN YOU**

**General – Every Team Member**

Communication Skills  
Contributing to the Community  
Coping Under Pressure  
Enthusiastic  
Interpersonal Skills  
Natural flare for hospitality  
Organisation Skills  
Ownership and proactivity for learning and development  
Personable  
Positive Mental Attitude  
Problem Solving  
Team Player  
Willingness to learn

**Specific – To the Role**

Events & Promotions  
Financial Management  
Guest Relationships  
IT Skills  
Leadership  
Management Skills  
Reservations  
Selling  
Strategic Thinking  
Troubleshooting

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