

Job description

Job title:	Wedding, Events Sales and Social Media Supervisor		
Department:	Venues	Contract type: (i.e. permanent, temporary, fixed term, contract)	Permanent
Reporting To:	Commercial Venues, Events and Concessions Manager	Hours per week:	37

1. Main Job purpose

To drive commercial growth across York Venues through proactive wedding, event and corporate sales activity whilst leading the planning, delivery and evaluation of all social media and digital marketing activity associated with the York Venues portfolio.

The postholder will be responsible for generating venue income, developing new business opportunities, managing key client relationships and ensuring a high-quality customer experience from initial enquiry through to event delivery.

Responsible for designing and leading the Venue's social media strategy, content creation, digital engagement, audience growth and online lead generation, ensuring digital activity directly supports commercial objectives and contributes to venue sales performance.

As a senior member of the Weddings and Events team, the postholder will support wider commercial objectives, contribute to business planning and service development, and deputise for the Commercial Venues, Events and Concessions Manager as required.

The role requires significant expertise, sound judgement, and confident decision making that may impact organisational performance.

Requires a high degree of judgement, adaptability and resourcefulness to respond effectively to unexpected events and changing priorities

2. Dimensions

The post holder will:

- Manage the sales process for over 50 weddings annually.
- Manage the sales process for over 50 daytime events annually.
- Manage the sales process for up to 30 evening events annually.
- Generate venue hire income exceeding £275,000 per annum.
- Generate secondary income and commissions exceeding £100,000 per annum.
- Lead all social media and digital marketing activity for York Venues.
- Develop digital campaigns that contribute directly to income generation and business growth.

- Manage and convert enquiries generated through social media and digital platforms.
- Support delivery of York Venues commercial growth plans

3. Principal accountabilities & tasks

Sales and Business Development

- Agree sales, conversion and revenue targets with the Commercial Venues, Events and Concessions Manager.
- Develop and implement sales plans, pipelines and business development activity to achieve and exceed agreed targets.
- Identify and pursue new commercial opportunities across weddings, conferences, celebrations, corporate events and venue hire.
- Conduct venue show rounds and client presentations.
- Develop bespoke proposals to meet customer requirements.
- Manage enquiries received through telephone, email, website and social media channels.
- Build and maintain long-term relationships with clients and stakeholders.
- Promote and cross-sell the York Venues portfolio.
- Monitor sales activity and identify opportunities to increase conversion rates and revenue.
- Contribute to pricing structures, packages and promotional offers.

Social Media and Digital Marketing

Lead Responsibility

The role holder will have primary responsibility for the strategic development, management and delivery of York Venues' social media activity.

This includes:

- Developing and delivering an annual social media plan aligned to commercial objectives.
- Managing the York Venues presence across Instagram, Facebook, LinkedIn, TikTok and future platforms.
- Creating, scheduling and publishing engaging and commercially focused content.
- Producing content that promotes weddings, corporate events, venue hire, special events and seasonal campaigns.
- Managing content calendars and campaign plans.
- Maintaining brand consistency across all digital channels.

Audience Growth and Lead Generation

- Use digital channels to increase awareness of York Venues and generate enquiries.
- Convert social media engagement into venue visits, show-round appointments and bookings.
- Monitor customer journeys and improve digital conversion opportunities.

- Work closely with colleagues to identify sales opportunities arising from digital engagement.

Content Development

- Coordinate photography and videography activity.
- Develop client stories, testimonials, event highlights and behind-the-scenes content.
- Manage image libraries and digital assets.
- Support development of promotional materials and campaigns.

Performance Monitoring

- Monitor follower growth, engagement, reach and conversion metrics.
- Produce regular analytics reports.
- Evaluate effectiveness of content and campaigns.
- Use performance data to continuously improve digital marketing activity.
- Identify emerging trends and opportunities to improve audience engagement.

Event Sales and Coordination

- Manage client relationships from initial enquiry through to successful event completion.
- Coordinate weddings and events, ensuring all customer requirements are met.
- Maintain accurate event records and booking information.
- Liaise with internal teams, suppliers and venue managers.
- Ensure smooth transition of events from sales phase to operational delivery.
- Support the successful delivery of events, including evenings and weekends where required.
- Act as the first point of contact for clients during events where appropriate.

Operations

- Work closely with the Weddings and Events Operations team to ensure seamless delivery.
- Assist with operational planning where required.
- Ensure event requirements are accurately communicated.
- Support event setup and breakdown activities.
- Maintain awareness of health and safety requirements.
- Contribute to maintaining high standards across all venues.

Leadership and Team Support

- Support delivery of departmental objectives.
- Deputise for the Commercial Venues, Events and Concessions Manager when required.
- Manage key customer relationships.
- Resolve customer complaints and service issues.
- Attend internal and external meetings on behalf of the department.
- Represent York Venues at exhibitions, networking events and promotional activities.
- Contribute to venue strategy, business planning and commercial development.

- Support a positive and collaborative team culture.
- Share expertise and best practice with colleagues.

Administration and Reporting

- Produce weekly, monthly and ad hoc sales reports.
- Maintain accurate booking and revenue records.
- Monitor sales conversion rates and profitability.
- Produce reports for senior management and Trustees.
- Maintain CRM and event management systems.
- Process invoice requests and liaise with Finance colleagues.
- Track social media and digital marketing performance.
- Produce regular performance and return-on-investment reports.
- Ensure venue information and event schedules remain accurate and up to date.

4. Key Performance measures

- Deliver annual venue income targets in line with the approved Venues Budget, contributing to revenue generation in excess of **£550k per annum**.
- Achieve agreed annual wedding, event and venue hire booking targets across the York Venues portfolio.
- Achieve agreed enquiry-to-booking conversion rates.
- Increase average booking value through effective upselling and package sales.
- Deliver social media growth targets for audience reach, engagement and follower growth.
- Generate measurable sales enquiries and bookings through digital marketing and social media activity.
- Maintain high levels of customer satisfaction and positive client feedback.
- Maintain accurate sales, booking and CRM records and provide timely performance reporting

5. Knowledge, skills & behaviours

Essential

- Significant experience within sales, business development, hospitality, venue hire, events or weddings.
- Experience of achieving income and sales targets
- Experience of relationship management and customer engagement
- Experience of managing business social media accounts.
- Experience of creating digital content and delivering social media campaigns.
- Experience of analysing performance data and preparing reports.
- Experience of event coordination and customer service delivery.

- Strong commercial awareness with the ability to contribute to revenue growth, sales planning and target achievement.
- Excellent communication, presentation, negotiation and influencing skills.
- Ability to analyse performance data and metrics to inform decision making and improve commercial outcomes.
- Excellent organisational and project management skills, with the ability to manage multiple priorities, deadlines and client requirements simultaneously.
- Ability to work independently, exercise sound judgement and make decisions that impact revenue generation, customer experience and business performance.
- Able to work 5 days over 7 including weekends and late nights.
- High level of IT literacy, including, event management software, Microsoft Office and digital marketing platforms.

Desirable

- Experience within wedding, venue or hospitality sales.
- Experience using CRM and event management systems.
- Experience of photography and video content creation.
- Knowledge of paid social media advertising and lead generation campaigns.
- Experience supervising or coordinating colleagues.
- Understanding of venue operations, hospitality delivery and event logistics

Behaviours

The postholder will:

- Demonstrate a strong commercial and customer-focused approach.
- Act as a positive ambassador for York Venues and York Museums Trust.
- Be proactive, creative and solutions-focused.
- Build positive relationships with colleagues and stakeholders.
- Demonstrate flexibility and adaptability.
- Support a "One Team" culture.
- Promote equality, diversity, inclusion and anti-racism.
- Show commitment to continuous improvement and learning

YMT's behaviours are as below.

- We are Curious - We ask questions, we don't assume, we learn and we encourage different perspectives
- We are Creative - We have fun being creative, driving positive change and exploring potential
- We are Generous - We care for people, collections and places inviting everyone to develop knowledge, to take delight in and enjoy our spaces
- We are Responsible - We make informed decisions today for a better tomorrow and for a sustainable future

- We are Supportive - We collaborate and seek connection to grow a thriving community where we celebrate one another, cheer on progress and are heartfelt with feedback

We would expect the role holder to live the values above on a consistent basis and to be able to evidence this as part of the annual PDR process.

6. Key Relationships

Internal

- Head of Development
- Commercial Venues, Events and Concessions Manager
- Weddings and Events Operations Team
- Visitor Experience Teams
- Finance Team
- Marketing and Communications Colleagues
- Senior Leadership Team

External

- Wedding clients
- Corporate clients
- Venue hire customers
- Caterers and suppliers
- Photographers and content creators
- Event contractors
- Tourism and business networks
- Venue partners

7. Organisation Chart

York Museums Trust

