

SPECIALITY DRINKS

FINE SPIRITS OF THE WORLD

Job Description

Job Title Events Manager	Department Events
Contract Term Permanent	Contracted Hours Monday to Friday 9am – 6pm This equates to a 40 hour working week, a high degree of flexibility is required in this role.

Overall objective of Role

Speciality Drinks are the premier supplier of whiskies, spirits and wines and as The Whisky Exchange organise the UK's leading drinks events, shows and in-store tastings.

- Whisky Show – UK's largest Whisky show
- Whisky Show: Old & Rare – Festival celebrating the world of fine & rare whiskies
- Cognac Show – The UK's first ever Cognac tasting show
- Champagne Show – A Champagne experience unlike any other in the UK.
- Three-times monthly in-store tastings

Reporting to the Head Buyer, the Events Manager will manage and oversee the execution of the event schedule at Speciality Drinks.

Due to business requirements, it is expected that the role holder will need to have a high degree of flexibility in order to meet the demands of the role. Therefore, it may be necessary to work out of normal working hours due to the nature of the projects, and in order to meet the necessary demands of our client base. **The role holder must be able to adjust to a broad and fluid set of tasks as requirements change in this progressive company.**

Working Relationships

- Finance Team.
- SDL Customer Service Team.
- Warehouse.
- Design Team.
- Web Development Team.
- Marketing Team.
- Editorial Team.
- Shop Teams.

Speciality Drinks Ltd.

Elixir House, Whitby Avenue, Park Royal, London, NW10 7SF

Tel: +44 (0)20 8838 9444 | Fax: +44 (0)20 8838 9366 | | www.specialitydrinks.com

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Primary Duties and Responsibilities

The role has a number of key deliverables across marketing, logistics and live events:

Flagship shows

Pre-event:

- To project manage all actions across the shows across all departments involved.
- To develop timeline for all show activities to define all deadlines for actions and ensure all actions are being met on time to a high standard.
- To develop full cross-platform marketing plan including PR, paid-for advertising, social and in-house database marketing based on show theme and activations.
- To execute and project manage all marketing activations across all departments involved.
- To work with buying team to identify brands to exhibit at the various different shows.
- Work alongside Show Coordinator to project manage exhibitor requirements for both marketing purposes and logistic purposes.
- To work with Senior Management to establish full show masterclass schedule and approach and coordinate all details with respective parties.
- To ensure all show websites are up to date with relevant content with regards to exhibitors, activations, products and show news.
- To manage monthly reporting as to ensure all Senior Management are kept abreast of all show updates and issues.
- To monitor ticket sales and identify strategies to increase sales where necessary.
- To update and maintain budgets throughout the year and update senior management on progress.
- To identify staffing requirements for the shows, create rota and briefing documents.
- To project manage all stages of design for show collateral including signage, stand design and show guide.
- To work with warehouse and external suppliers to ensure all equipment and stock is ready for the show.
- To work with Supply Chain and warehouse to coordinate stock for on-site show shop.
- To work alongside Show Coordinator to coordinate catering requirements.
- To negotiate pricing for venues / partners.
- To ensure shows achieve profit and growth year on year.

During-event

- Show build.
- Staff management.
- Exhibitor liaison.
- Problem-solving.
- Show de-rig.

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Post-event

- To coordinate and consolidate return of all show shop stock to warehouse.
- To present budget to Senior Management.
- To create comprehensive evaluation for all exhibitors.
- To analyse and report back to Senior Management on show results.

In-store tastings & Retail pop-up

- To oversee the organisation of all shop tasting events, including managing brands and customers to ensure the smooth running of event.
- To oversee retail at external spirits show across the UK.
- To drive database growth to ensure all events are sold out.
- To support Events Assistant where necessary in working with both large and small brands and agencies ahead of every event to ensure we have all the information required.
- To support Events Assistant where necessary to communicate with other part of the business such as the warehouse, finance, supply chain etc to ensure company processes are followed and smooth running of events.

Key skills and Knowledge

Essential

- Project management skills.
- The ability to multi-task in a time-sensitive environment and prioritise.
- Clear, calm thinking with a strategic and focussed work ethic.
- Excellent attention to detail when collating large amounts of information.
- Impeccable written and verbal communication skills to ensure clear messaging between Speciality Drinks and its key contacts.
- A willingness to build relationships with existing customer and the confidence to approach new partners.
- The desire to seek out relevant new partners for Whisky Exchange events.
- A passion for events and the drinks industry ideal.
- Confident with Excel.
- Ability to work independently.
- Flexibility to work weekends and evenings when required.
- Willingness to learn about product and the industry.
- Good awareness of social media platforms.
- Ability to work under pressure / problem solving.

Desirable

- Whisky or premium spirits experience from retail or events.
- A passion for spirits.

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Qualifications and Experience

- Spirits and champagne knowledge.
- Numerate and literate.
- IT Literate- Excel, Word, Power Point.
- Good presentation skills.

Key Behaviours

- Strong organisational skills.
- Self- motivated and results driven.
- Flexible, reliable and hardworking.
- Able to communicate well with others and strong interpersonal skills.
- Commercially astute.
- Presentable and professional at all times.

A training plan will encompass the following to ensure effectiveness of the employee, and to meet our safety standards.

- Manual handling

Health & Safety Responsibilities

Act in accordance with the relevant Health & Safety policies and procedures, adhering to legislative compliance and company requirements.

Employee Name:
(Please print)

Employee Signature: **Date:**

Employer Name:

Employer Signature: **Date:**

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