



Position Description

Position Title: Head of Business Development, CGC Event Caterers
Department: Head Office
Location: Garforth, Leeds
Reporting to: Managing Director
Working hours: 37.5 hours
Date Prepared: September 2023

CGC Event Caterers is a long established caterer with decades of experience in the hospitality industry. We operate at venues of all sizes and have exclusivity at prominent sporting, entertainment and cultural locations across the UK. We are also the European Catering Division for ASM Global, the global leader in the delivery of live entertainment and events.

In the UK, we operate at the following venues:

- Eight Yorkshire Racecourses including the world famous York Racecourse
- Yorkshire Event Centre – Harrogate
- The Sun Pavilion – Harrogate
- Lincolnshire Epic Centre – Lincoln
- LNER Community Stadium – York
- Theatre Royal and Royal Concert Hall, Nottingham
- The Halls Wolverhampton

POSITION PURPOSE

- The performance of all sales and marketing activities at CGC and the acquisition of new contracts.

KEY RESPONSIBILITIES

Job objectives:

- Lead the sales teams at different locations to achieve maximum profitability and growth. Establish plans and strategies to expand the customer base. Contribute to the personal development of colleagues and ensure adherence to all company policies, procedures and business ethics codes.
- Work with the Marketing Coordinator to deliver more customers to our venues.
- Personally acquire between 1 and 3 (size dependent - £1m+ aggregate turnover) new contracts in CGC's stated market segments and geographical spread.

Responsibilities:

Sales:

- Develop an annual sales strategy that ensures attainment of CGC sales goals and profitability.
- Hold monthly meetings with the various sales groups to monitor performance and share best practice.
- Provide monthly Business Development reports to the senior team

Through the team:

- Agree sales targets for each month; plan, organise and direct sales administrators to meet sales objectives.
- Prepare action plans with individuals and teams to maximize sales performance, leads and to penetrate new markets.
- Provide accurate and rapid response to all enquiries.



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Marketing

- Develop the annual marketing plan through the Marketing Coordinator
- Implement timely marketing campaigns to the target market(s) identified in the plan.
- Hold weekly meetings with the Marketing Coordinator to monitor progress.

Through the Marketing Coordinator:

- Liaise with any third party suppliers ensuring that they are briefed effectively and that work is delivered on time.
- Responsibility for printed media, other marketing collateral and individual venue marketing to include Christmas and other own produced events to include all design work.
- Responsibility for coordinating email and direct mail campaigns to our CRM customer base.
- Ensure the website is maintained and continuously developed to increase awareness of the brand and sell our product. Website stats to be produced monthly.

New contracts

- Achieve £1m+ annual sales value of new contracts each year with a bottom line of 10% ex VAT sales.
- Prospect for these new contracts through research, cold calling and follow up.
- Maintain a clear record of contacts made, opportunities generated and ensure an efficient system is in place to follow up at the appropriate time.
- Gain approval for the financial and business terms of each prospect with the MD and FD before proceeding to final offer.
- Assist the relevant Operations Director to ensure a smooth mobilisation and contract start up.

Other

- CGC's culture is very hands-on and it is expected that the job holder will be operational from time to time both as a necessity when business is at its peak and also to set a good example. This includes clashes, big events, contract start-ups and keeping a relationship with clients.
- Design and manage the various incentive programmes to ensure sales performance is enhanced by these.

Relationships and Roles:

- MD, FD, all Directors and operations team.
- Marketing Manager.
- Sales Administrators. These will report directly to the office manager but their performance will be driven by the job holder.
- Key head office team members.
- Clients and potential clients.
- Lead by example in areas of personal character, commitment, organizational, selling skills, and work habits.
- Demonstrate the ability to interact and cooperate with all company and client colleagues.

PERSON SPECIFICATION

- At least 5 years' experience in multiple Food and Beverage operational management
- Entrepreneurial flair and business acumen
- Strong interpersonal, negotiation and communication skills
- Sound knowledge of budgeting and margin control
- Strong leadership skills
- Computer literate and IT experience



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BENEFITS

- Competitive salary
- Discretionary bonus, subject to agreed KPIs
- 25 days holiday
- Life assurance
- Pension
- Healthshield - Health cash plan
- My Perks – brand discounts
- Free on-site parking
- Colleague Assistance Programme

GENERAL INFORMATION

The requirements of the business are such that it is necessary to have a flexible approach and therefore some business-related travel to be able to work at our venues and operational sites will be required.

To apply, please complete the [CGC Application Form](#) as soon as possible, noting the closing date is 30 October. Good Luck!