



Position Title: Sales Executive
Department: Sales
Location: Head Office, Garforth
Reporting to: Head of Business Development
Working hours: 37.5 hours per week
Date Prepared: 18th July 2024

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 and is 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
- The Yorkshire Event Centre – Harrogate
- The Sun Pavilion – Harrogate
- LNER Community Stadium – York
- Theatre Royal and Concert Hall – Nottingham

POSITION PURPOSE

Due to company growth, CGC are looking for a Sales Executive to join the Events & Co-ordination team based at Head Office. Reporting to the Head of Business Development, you will be required to proactively promote our services to new and existing customers.

KEY RESPONSIBILITIES

- Research & target new opportunities with businesses local to our varied locations
- Target repeat business from our database
- Collate & report on monthly activity ahead of business update meetings
- Conduct face to face & online meetings
- Following up with all potential opportunities to convert business
- Maintain & develop a strong relationship with clients
- Complete timely follow ups once an event has taken place to ascertain any future requirements
- Accurately maintain & update the client database
- Undertake any additional responsibilities as allocated

PERSON SPECIFICATION

- Excellent written, telephone and face to face communication skills
- Experienced in selling, preferably within the events/catering industry
- Embraces teamwork
- Highly organised, focussed and self-motivated
- Experienced in client management
- Confidence working to targets
- Professional appearance & attitude
- Experienced user of Microsoft Office products: Word, Excel, Publisher etc. Existing knowledge of CRM/Event Management systems is beneficial

BENEFITS

- 25 days' holiday
- Life assurance
- Pension



- Healthshield - Health cash plan
- Free on-site parking
- Colleague Assistance Programme
- Colleague Referral 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.