



Relationships & Events Manager

About the role

The successful candidate will be accountable for generating new business for Fazenda, raising and maintaining brand awareness and developing strong relationships. You will be involved in a range of PR and marketing activities, working closely with the marketing team and colleagues across the restaurant to create, develop and deliver events both internally and externally.

With such a diverse role, we are looking for a proactive, driven individual who harnesses a passion for meeting new people, hosting guests in the restaurant and nurturing relationships within the corporate and wider community.

RESPONSIBILITIES

You will be expected to initiate and develop the following activity:

- Drive sales through creating and developing corporate relationships across various sectors within the professional services, retail and tourism industries
- Act as a brand ambassador and be the face of Fazenda at networking events
- Build and develop strong working relationships across all departments within the restaurant to continuously maintain product and process knowledge
- Establish and manage brand partnerships across many sectors including hospitality, retail and tourism
- Identify and work with key local influencers
- Create, develop and maintain a database for generic and targeted marketing
- Manage the end-to-end process of on-site and off-site events
- Development and maintenance of a forward planned diary of events, meetings, networking and competitor monitoring
- Work closely with the marketing and social team to ensure digital content reflects local marketing activity and upcoming events



- Produce and deliver a comprehensive local marketing plan in line with the needs of the restaurant
- Track and report on activity along with the General Manager and Deputy General Manager, relating it to sales and footfall in the restaurant.
- Meet individually set targets and KPIs
- Regularly communicate with the FOH teams regarding important guests and events
- Report to both General Manager and Relationship Marketing Manager on a weekly basis

DESIRED PERSONAL SKILLS AND EXPERIENCE

- An innate passion for meeting new people and networking, with confidence in public speaking and hosting events and guests
- Immaculate personal presentation and a professional, confident and enthusiastic approach to work
- Strong organisational skills, self-discipline and attention to detail
- High levels of commercial knowledge and awareness regarding the food, hospitality and tourism industries
- Impeccable and adaptable written and verbal communication skills
- Adaptable and proactive with great initiative
- Flexibility to work a range of shifts including a combination of daytimes, evenings and weekends, dependent on the needs of the business
- Experience of working in a relationship management or business development role
- Genuine concern for maintaining high standards and providing the best guest experience possible

Salary: £25,000 - £27,000 based on experience plus tronç