



Sales and Events Coordinator

Department - Commercial

Reports To - Travel Trade and Corporate Sales Manager

Salary - £35,000 per annum

Purpose of the Role

The Sales and Events Coordinator supports the management of ticketing, hospitality and guest hosting activities, contributing to revenue generation through hospitality and corporate sales while ensuring a seamless and high-quality experience for visitors.

This role is responsible for the seamless end to end experience of corporate, VIP and guests requiring hospitality packages.

Working within the Commercial team, the Sales and Events Coordinator acts as a key liaison between internal departments and external partners, maintaining strong relationships and ensuring the effective administration of guest services, ticketing allocations and hospitality packages.

Key Responsibilities

Hospitality and Sales

- Promote, sell and administer corporate hospitality and premium guest experience packages.
- Maximise sales opportunities through upselling of hospitality and event packages.
- Identify prospects, gather leads, conduct outreach via phone, LinkedIn and email to nurture relationships with the aim of converting into sales.
- Maintain accurate records and reporting of hospitality sales and bookings.
- Act as an ambassador for the Oceanbird Lounge and other hospitality offerings, increasing awareness and utilisation.
- Support representation of the organisation at trade events and industry exhibitions.

Ticketing and Administration

- Support the management of ticket allocations and inventory across multiple sales channels.



- Ensure accurate reporting and record-keeping of ticket sales and guest allocations.
- Process house seat requests in accordance with established allocation policies.
- Maintain up-to-date hospitality materials, package information, and supporting documentation.
- Provide administrative and ticketing support to the Box Office team as required, including support for special events and activities.

Guest Services and VIP Hosting

- Deliver a consistently high standard of customer service across all guest interactions.
- Manage VIP ticket requests and bookings, including house seats and event-related allocations.
- Act as a primary point of contact for producers, investors, key partners and other stakeholders regarding ticketing enquiries.
- Coordinate hosting arrangements with Visitor Services to ensure an exceptional visitor experience.
- Process and manage ticket requests received through designated guest and events channels.

Financial and Stakeholder Management

- Liaise with external agencies and partners regarding ticketing and hospitality requests.
- Build and maintain effective working relationships with internal departments and external stakeholders.

Continuous Improvement

- Identify opportunities to improve processes, procedures, and ways of working.
- Support organisational initiatives and promote best practice across sales, ticketing, and hospitality functions.
- Contribute to the ongoing development of guest experience standards and operational effectiveness.