



# Venue Sales and Events Manager

## Purpose

The Venue Sales and Events Manager oversees the stewardship and utilization of the Cathedral and the Cathedral Centre for both Cathedral ministries and external clients. The role is responsible for promoting the use of the facilities to support revenue generation, managing Cathedral events, and facilitating Arts and Culture events in the Cathedral. Working closely with the Canon Missioner and the Executive Director, this position ensures that Cathedral spaces are well utilized in support of the Cathedral's missional and financial goals. The role involves managing venue inquiries, coordinating and administering events, allocating facility resources, and delivering a high standard of customer service to all stakeholders.

**Reports to:** Executive Director

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## Key Responsibilities

### Venue Sales & Facility Management

- Develop and execute revenue-generation strategies for facility rentals aligned with the Cathedral's mission, vision, and values.
- Prepare and manage the annual rental and events budget, monitoring performance against approved revenue targets, event volume, and expense controls.
- Proactively network and build mutually beneficial relationships with potential clients and convert those relationships into revenue.
- Develop, implement, and evaluate venue marketing and sales initiatives using diverse communication channels.
- Manage venue bookings, calendar coordination, and the allocation of facility resources for internal and external events.

- Implement and maintain the Event Management System to support bookings, communications, and reporting for internal stakeholders and external clients.
- Respond to venue inquiries, provide space selection guidance, and ensure timely, professional client communications.
- Collaborate closely with the Canon Missioner, Executive Director, Property Manager, and relevant staff to ensure smooth event coordination and delivery.
- Oversee inventory of facility rental equipment and supplies.
- Capture post-event feedback and implement client follow-up and retention strategies.
- Manage internal catering offerings in alignment with event and client needs.
- Develop, manage, and review vendor partnerships to support client service excellence, cross-promotion opportunities, and revenue generation.

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## **External Client Facility Rentals**

- Engage with prospective clients to assess venue needs and conduct site tours.
- Prepare and issue rental quotes, negotiating terms as needed to meet client needs while protecting Cathedral interests.
- Draft and manage Rental Agreements, ensuring timely execution and adherence to agreed terms.
- Promote and manage the sale of facility rentals to external clients.
- Confirm and coordinate event logistics, including room setups, schedules, and service requirements.
- Collaborate with the Bookkeeper to ensure accurate invoicing, timely collection of payments, and reconciliation of all rental and related charges.
- Ensure all third-party vendor expenses are correctly documented, invoiced, and paid.
- Communicate event details to the Property team well in advance to support staffing, space preparation, and resource allocation, providing updates as event dates approach.
- Manage vendor relationships to achieve client service expectations and revenue targets.
- Collaborate closely with the Ministry and Operations teams to coordinate weddings and funerals.

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## **Cathedral Ministry Support**

- Collaborate with the Operations Manager to facilitate room bookings for all events related to Cathedral Ministry.
- Ensure ministry meetings and events run smoothly by coordinating room bookings, catering, and audiovisual requirements.
- Meet regularly with the Ministry team to plan, prioritize, and support upcoming venue and event needs.

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## **Other Duties**

- Perform other related duties as required.

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## **Knowledge and Skills**

- Demonstrated leadership with a proven track record in sales, revenue generation, marketing, and client service.
- Exceptional organizational skills with strong attention to detail.
- Flexible and adaptable, with the ability to manage last-minute changes.
- Post-secondary degree or diploma in business, marketing, hospitality, or event management, or equivalent experience.
- Extensive experience in events and venue management.
- Strong experience developing and managing vendor relationships.
- Excellent administrative, scheduling, and time-management skills.
- Strong interpersonal and communication skills.
- Experience preparing and tracking budgets.
- Proficiency with Microsoft Office 365 and Event Management Systems.

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## **Personal Characteristics**

- Collaborative, proactive, and self-motivated.
- Strong interpersonal and communication skills with the ability to build positive, productive working relationships.
- Ability to anticipate and respond effectively to the needs of staff, clients, and partners.
- Highly organized with excellent time-management skills.
- Honest, trustworthy, respectful, flexible, and demonstrating sound work ethic.

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## **Working Conditions**

- Full-time, on-site position.
- Flexibility to work occasional early mornings, evenings, and weekends as required by event schedules.
- Manual dexterity required to use computers and office peripherals.