

Event & Sales Coordinator

Job Description

Overview:

Gateway Theatre is committed to building a vibrant arts community on positive values, and providing platforms for Made-In-Singapore works and talents that make a positive impact on society. At Gateway Theatre, we have a creative and dynamic team who shares this common vision.

We are looking for a highly motivated and dynamic individual to take on the role of Event & Sales Coordinator. He/she will work closely with the Sales Manager and Sales Executive on venue sales initiatives, as well as on managing relations with clients and patrons as the Front of House team leader. This individual must possess excellent hospitality and service competencies and work well with others while having a high degree of independence. He/she must also excel in administration, coordination, and problem-solving.

If you have a strong passion for the arts and would like to play a part in developing Singapore's arts landscape, we welcome you to join us for a challenging and fulfilling career.

Duties and Responsibilities:

Event Coordination & Front-of-House Management

- Coordinate with Sales and Facilities teams to ensure those event venues are prepared and set up beforehand.
- Ensure that each venue and its surrounding spaces are clean and tidy before and after every event.
- Supervise the Usher team, including:
 - Liaising with them on each event's requirements,
 - Briefing them prior to each event,
 - Ensuring that ushers follow all necessary procedures and provide reliable, responsive, and patron-oriented service throughout each event.
- Assist clients in ensuring smooth event operations, including coordinating between the Usher team and Production team, as well as other relevant parties, to ensure that each event runs on a timely basis and without hitches.
- Manage patron relations in a professional and courteous manner, notifying the Sales team of any complaints and unusual requests.

Sales Coordination

- Develop and maintain an in-depth knowledge and understanding of Gateway Theatre's products/services.
- Effectively communicate and promote Gateway Theatre's products/services to prospective clients, via both verbal and written communication.
- Respond to sales enquiries (via phone, email, or social media) in a prompt, polite, proactive, and consistent manner.
- Assist Sales team in following up on client enquiries and bookings,
- Actively research, identify, and reach out to prospective markets and clients, expanding Gateway Theatre's client database.
- Perform market research and competitor monitoring to keep up-to-date of market trends, and understanding the product offerings and approach of key competitors.

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- Develop and conduct market research and surveys with clients and patrons, prepare findings and analysis reports, and make recommendations for improvement.
- Assist the team in administrating event bookings on Gateway Theatre's venue booking system.

Key Working Relationships:

- Marketing Department
- Programming Department
- Facilities Department
- Technical Department
- Front of House/Usher Team

Requirements:

Education & Experience

- At least GCE 'A' Level/Diploma in any discipline
- At least 2 years of experience in Hospitality or Events Management and Operations

Language & Software Proficiency

- Proficient in spoken and written English with strong writing and proofreading skills
- Proficient in Microsoft Office
- Proficiency in using Ungerboeck will be an advantage

Personal Qualities

- Excellent interpersonal and communication skills with an ability to listen to, communicate, and build rapport with people at all levels
- A team player who is resourceful, hands-on, and detail-oriented
- Disciplined, self-motivated, and proactive individual with positive mindset and can-do attitude
- Takes initiative and is assertive when required
- Challenge-driven and goal-oriented individual who is willing to learn and able to work under pressure
- Able to effectively adapt to changes quickly with a strong ability to organise, prioritise, and manage multiple duties and assignments simultaneously
- Passion for and exposure to the arts would be an advantage

Other Requirements

- Flexibility with regards to working days and hours (able to work on weekends, eve of Public Holidays, and Public Holidays, if necessary)
- Singaporean/PR only