

Position: Events, Sales and Marketing Manager**Location: Bibis Italianissimo, Leeds****Company Description:**

Bibis Italianissimo, established in 1974, is a renowned family-owned Italian restaurant, cocktail bar, and events venue in the heart of Leeds City Centre. With a legacy spanning five decades, Bibis has become an iconic destination cherished by generations of patrons. The venue features stunning 1920s-inspired art deco interiors and offers a vibrant atmosphere, blending traditional Italian cuisine with exceptional entertainment.

Known for its signature Showtime! Events, Bibis hosts weekly live music performances, including tribute acts, live bands, and themed party nights, making it a hub for dining and entertainment.

Whether for a special celebration, corporate function or a wedding, Bibis combines elegance, versatility, and a lively spirit, cementing its status as a beloved Leeds institution.

Overview:

The Events, Sales and Marketing Manager will lead the development and execution of marketing strategies, sales initiatives, and event planning to promote Bibis Italianissimo as a premier dining and events destination. This dynamic role requires a balance of creative marketing, proactive sales efforts, and meticulous event management to drive revenue growth, build strong client relationships, and uphold the high standards of Bibis' iconic brand.

Key Responsibilities:**Marketing and Promotion:**

- Develop and implement comprehensive marketing strategies to increase customer engagement and drive sales.
- Create and manage innovative digital content and maintain an engaging presence across all social media platforms.
- Input into the design of marketing materials, including menus and event promotions, ensuring consistency and creativity.
- Maintain and update the company website with fresh content to drive traffic and sales.
- Engage with restaurant reviewers, influencers, and local media to enhance Bibis' reputation.

Sales and Client Relationships:

- Proactively identify new business opportunities and establish partnerships with local corporate clients to boost event sales.
- Develop tailored sales strategies to secure group bookings, corporate events, and special celebrations.
- Respond to customer inquiries with personalised proposals and negotiate rates to secure profitable agreements.
- Conduct market research to stay ahead of competitors and adapt sales strategies accordingly.
- Maintain and grow relationships with regular and potential clients to encourage repeat business.

Event Planning and Execution:

- Lead the planning, coordination, and execution of Bibis' famous Showtime! Events, ensuring seamless delivery and exceptional guest experiences.
- Book and manage entertainment acts, negotiate contracts, and liaise with agents to secure talent.
- Collaborate with the management team to plan staffing and resources for events.
- Ensure all events are executed within budget while exceeding customer expectations.
- Conduct post-event evaluations to measure success and identify opportunities for improvement.

Financial Management:

- Provide accurate forecasts, pace reports, and financial analyses to support business objectives.
- Proactively track sales performance and identify strategies to address low activity periods.

Qualifications & Skills:

- A minimum of 2 years of experience in marketing, events, or hospitality sales.
- Proven ability to develop and execute successful marketing and sales strategies.
- Exceptional written and verbal communication skills.
- Strong organisational skills, with the ability to manage multiple projects simultaneously.
- Experience creating digital content, managing social media, and updating websites.
- Proactive, self-motivated, and able to take initiative in a fast-paced environment.
- Strong negotiation and relationship-building skills.

- Marketing qualification (Degree level or higher) is desired but not essential.

Hours:

- 4 or 5 days available from 32 - 40 hours/week. Flexible hours and days are available.
- In return, flexibility is needed when any events require more detail on the day or any new clients or acts showcasing at Bibis.

Salary:

- Salary ranges from £35,000 to £43,000 per annum, dependant on experience.
- Pro-rata to fit with either a 4 or 5 day working agreement.

Benefits:

- Be part of a high-energy, creative, and supportive team.
- Work in a long-standing, successful family business with a rich legacy.
- Free parking and meals during shifts.
- Staff discounts and flexibility in work hours.
- This role offers an exciting opportunity to combine creativity, sales acumen, and operational expertise to drive Bibis' continued success as a cherished Leeds institution.