



SALES & EVENTS MANAGER

JOB SUMMARY

Dropkick Murphys Irish Bar in Edinburgh is looking for a driven and outgoing **Sales & Events Manager** to lead venue sales and grow our events business. This role is all about filling the diary — from celebrations and corporate bookings to live music, brand takeovers, and community events. The ideal candidate understands hospitality-led sales, thrives on relationship building, and loves creating unforgettable experiences.

KEY RESPONSIBILITIES

Event Sales & Strategy: Develop and deliver a proactive sales strategy to increase private hire, corporate bookings, and ticketed events.

Lead Generation & Conversion: Manage incoming sales enquiries efficiently, responding promptly and converting leads into confirmed bookings.

Networking & Partnerships: Actively promote the venue at networking events (in person and online), building strong relationships with local businesses, event organisers, and community groups.

Event Planning & Delivery: Oversee events from initial enquiry through to execution, working closely with operations and bar teams to ensure smooth delivery.

Promotions & Campaigns: Collaborate on promotional activity to drive event attendance & venue awareness, including social media, email marketing, & local partnerships.

Market Awareness: Monitor local events trends, competitor activity, and opportunities to position the venue competitively.

CRM & Database Management: Maintain accurate records of clients, enquiries, and follow-ups to maximise repeat business.

Performance Tracking: Monitor sales performance, event revenue, and customer feedback, adjusting approach where needed.

Budget Awareness: Work within agreed sales and event budgets to maximise revenue and profitability.



QUALIFICATIONS & EXPERIENCE

- Proven experience in sales and/or events, ideally within hospitality, leisure, or live events.
- Confident communicator with strong interpersonal and negotiation skills.
- Highly organised, with the ability to juggle multiple bookings and deadlines.
- Comfortable working in a fast-paced, customer-facing environment.
- Passion for Irish culture, live entertainment, and community engagement.

JOB TYPE & PAY

- Full-time
- Competitive salary based on experience
- Quarterly bonus structure

BENEFITS

- Employee discount