



HENCOTE

Hencote Wedding and Events Manager

About Hencote

Hencote is an award-winning vineyard and hospitality destination overlooking Shrewsbury, offering luxury accommodation, exceptional dining, wine experiences and premium events in a unique vineyard setting.

As the business continues to grow, Hencote is expanding its events offering across weddings, private celebrations and corporate functions. We are seeking an organised, commercially minded and customer-focused Events Co-ordinator to lead and develop this important part of the business.

This is an exciting opportunity for someone who enjoys building client relationships, delivering exceptional events and helping establish Hencote as one of the region's leading event destinations.

The Role

The Wedding and Events Manager will take ownership of the entire events journey - from initial enquiry through to planning, delivery and post-event follow-up. The successful candidate will be responsible for securing, coordinating and delivering approximately 40 events each year, ensuring every event reflects Hencote's reputation for outstanding hospitality, attention to detail and memorable guest experiences.

Working closely with the hospitality, accommodation, wine, marketing and finance teams, you will play a key role in growing revenue, improving conversion rates and enhancing Hencote's profile across Shropshire and the surrounding region.

Key Responsibilities

Sales & Client Management

- Manage enquiries from weddings, private celebrations and corporate clients.
- Convert enquiries into confirmed bookings through proactive follow-up, venue show rounds and tailored proposals.

- Guide clients through every stage of the booking process, from quotation and contract to final planning.
- Lead planning meetings, tastings and venue visits, building strong client relationships throughout.

Event Planning & Delivery

- Coordinate all aspects of event planning, including catering, staffing, accommodation, room layouts, AV requirements, suppliers and event schedules.
- Produce contracts, event sheets, run sheets and internal briefing documents to a consistently high standard.
- Take operational responsibility on event days, ensuring excellent service, presentation and guest experience.
- Conduct post-event reviews and gather client feedback to support continuous improvement.

Commercial Performance

- Manage the annual events calendar and pipeline, delivering approximately 40 successful events each year.
- Achieve agreed revenue, booking conversion and profitability targets.
- Maximise additional revenue through accommodation, wine experiences, drinks packages and other hospitality services.
- Monitor enquiries, bookings, average booking value, conversion rates and event profitability, providing regular performance reports.

Business Development & Marketing

- Develop attractive event packages showcasing Hencote's vineyard, accommodation and wine experiences.
- Build relationships with local wedding planners, photographers, florists, celebrants, corporate bookers and other referral partners.

- Support marketing activity by generating testimonials, imagery, referrals and repeat business.
- Help strengthen Hencote's reputation as one of the region's premier events venues.

Compliance & Administration

- Ensure deposits, invoices, supplier payments and event records are accurately maintained.
- Maintain compliance with licensing, health and safety, and venue operating procedures.
- Continuously improve event systems and administrative processes.

Person Specification

Essential

- Proven experience in event coordination, wedding planning, venue sales or hospitality operations.
- Strong commercial awareness with the ability to convert enquiries into bookings.
- Excellent organisational and time management skills.
- Outstanding communication and client relationship skills.
- Ability to manage multiple events and priorities simultaneously.
- Calm, confident and hands-on approach during live events.
- Experience preparing quotations, contracts and managing event administration.
- Collaborative approach with the ability to work across multiple departments.
- Flexibility to work evenings, weekends and key event dates.

Desirable

- Experience coordinating weddings and premium private events.
- Experience within a vineyard, hotel, hospitality venue or destination estate.
- Understanding of marketing and packaging venue-based experiences.

- Existing network within Shropshire, Cheshire, the West Midlands or Mid Wales.
- Experience using CRM or event management systems.

Personal Attributes

- Professional, approachable and highly responsive.
- Commercially minded with a strong focus on delivering results.
- Practical, proactive and solutions focused.
- Excellent attention to detail and presentation.
- Calm under pressure with strong problem-solving skills.
- Passionate about creating memorable guest experiences.
- Motivated to help grow Hencote's reputation as a leading events destination.

Success Measures

- Delivery of approximately 40 successful weddings, private events and corporate functions each year.
- Improved enquiry conversion and forward bookings.
- Growth in event revenue, profitability and ancillary spend.
- High levels of customer satisfaction, referrals and repeat business.
- Consistently professional event delivery and operational excellence.
- Increased recognition of Hencote as a leading events venue within the region.

What We Offer

- Competitive salary, dependent on experience.
- Full-time, permanent position.
- Opportunity to work within a unique vineyard and hospitality destination.
- Performance-related bonus linked to bookings, revenue and profitability.

- Opportunity to shape and grow one of Hencote's key business areas.

Job Type: Full-time

Pay: From £35,000.00 per year

Interested in joining the Hencote team?

Apply today and become part of the story we tell every guest who visits our estate.

Email events@hencote.com with a CV and short introduction.