



Events Sales Administrator

Reports to: Senior Partnerships Manager

Salary: £26,000 pro rata

Location: London (hybrid working available)

Hours: 25 hours per week worked over 5 days Mon – Fri *We anticipate scope for development within the role and are open to discussing an increase in hours after probation*

The organisation

Cook for Good is a social business with a clear mission: to bring businesses and communities together through food, for the benefit of both. We've created a model for tackling food insecurity, social isolation, health inequality and barriers to work, which we're putting into practice on a social housing estate in Kings Cross.

We've built a community kitchen on the estate, where we're running a programme of cooking classes and courses, training and work experience programmes and community meals. We also host a weekly soup café and run a surplus food pantry, a community shop with dignity and choice, where members can pick up a basket of shopping for just £3.50 each week.

Much of this work is fuelled by corporate teams, who come into our kitchen to take part in cooking-based teambuilding events. We offer a range of events and have a growing list of corporate clients, as well as collaborating on a range of wider products and services with our corporate and culinary partners. We then reinvest 100% of the profits from these activities to run our impactful community programme, creating positive change through the power of food.

Due to the level of interest in our unique model we are now also exploring how to replicate our model and share our learning, to drive scalable impact and more holistic and sustainable ways to tackle food insecurity.

The role

In this role you will provide essential operational support our Senior Partnership Manager and Sales and Account Manager to support all sales enquiries and bookings for our corporate team building events. You will ensure smooth booking processes, events calendar management, accurate reporting, and timely client communications.

You will also support our Events team to co-ordinate the booking of events and liaising with corporate clients in both the lead in and follow up to an event. This will be for both our team building events and other corporate events organised by Cook for Good. By managing administrative tasks, the postholder will support and enable our Sales and Account Managers to focus on revenue generation, client relationships, and strategic growth.

Cook for Good Community Interest Company

Hugh Cubitt Centre, 48 Collier Street, London, N1 9QZ

Tel: 0203 633 4025 • Email: info@cookforgood.uk • www.cookforgood.uk

Key responsibilities

Sales Administration & Process Management

- Manage and update the sales calendar, ensuring all bookings and client information are accurate.
- Create and send contracts for all confirmed bookings, ensuring signatures are obtained promptly.
- Liaise with the Finance Team to ensure invoices are issued and payments tracked.
- Maintain the sales inbox, ensuring timely responses and escalation where required.

Event Preparation & Research

- Conduct pre-event research on companies and attendees to identify top leads, and share findings with the events team for inclusion in the event planner.
- Track audience origins to understand event reach and effectiveness.

CRM & Reporting

- Effectively use Hubspot to record enquiries and deals, and assign follow up tasks to appropriate sales team member to help progress items, with a view to developing our overall CRM functionality to enhance efficiencies within the team
- Effectively triage enquiries based on agreed upon priorities.
- Send regular availability updates to the sales team.
- Reconcile HubSpot with the events calendar and liaise with the Events Director for smooth planning handovers.
- Regularly clean up HubSpot by closing inactive leads.
- Contact “closed lost” deals with standard re-engagement emails.
- Log merchandise sales from Square terminal reports into the CRM.

Client & Event Sales Support

- Provide administrative support for offsite and corporate events, including venue research and logistics.
- Coordinate handovers to the Events Team to ensure client requirements are met and documented clearly.
- Support post-event reporting by collating client feedback and updating HubSpot records.
- Capture photos and video footage at selected team-building events.

Team Collaboration

- Work closely with Sales, Marketing, and Events colleagues to ensure smooth workflows.
- Support the development of sales systems and processes to increase efficiency.
- Provide general administrative support as required by the Sales Team.

Plus scope to develop in role to provide additional support to

- Undertake ad hoc research for the sales team to support with insights for target sectors and competitor analysis to identify trends and opportunities.
- Project support to sales team when exploring new product or revenue-generating opportunities: including research, administration and calendar management tasks.
- Create corporate Instagram assets

KPIs & Success Measures

- 100% of contracts and invoices processed within 3 working days.
- Sales inbox maintained with responses within 1 working day.
- CRM maintained at high level of accuracy and proficiency
- Positive feedback from Sales Team on timeliness and accuracy of administrative support.

Person specification

We are looking for a warm and engaging person who is a good communicator and can build rapport quickly both on email, phone and in person. Someone who is also highly efficient, has fantastic attention to detail and is familiar with IT systems and processes. You will be motivated by working for a values-based organisation with social purpose at its core, happy working with a small but dynamic and team who are really passionate about what we do. You will have had some experience of working in a sales or customer support role.

Essential

- Strong administrative skills with excellent attention to detail.
- Experience using CRM systems (ideally HubSpot) and managing data accurately.
- Highly organised, with the ability to prioritise tasks and meet deadlines.
- Strong written and verbal communication skills.
- A proactive and reliable team player.

Desirable

- Experience in sales administration, events, or client services.
- Understanding of social enterprises or not-for-profit organisations.
- Confidence in using digital tools to streamline processes (e.g. automation, reporting dashboards).

Applications will be reviewed on a rolling basis, with a firm closing date of **9am Monday 20th October**. Apply with CV and cover letter to emma.stewart@cookforgood.uk