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| JOB DESCRIPTION |  |

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| **ROLE:** Conferencing and Events Manager  **LOCATION:** Various sites  **RESPONSIBLE TO:** Commercial Manager  **RESPONSIBILE FOR:** Events and Visitor Services Administrator | | | **CONTRACT:** Permanent  **WORKING HOURS:** 37 Hours a week  **SALARY:** Grade 5 | |
| **OVERALL PURPOSE AND OBJECTIVE OF THE ROLE:**   * To lead the growth, management and delivery of all corporate events across Culture Coventry and CV Life through ensuring the provision of an efficient and effective service for both internal and external clients * To ensure effective promotion of the conference and Events facilities across the Culture Coventry and CV Life portfolio to maximise revenue generation. * Liaise with the operational team to ensure the delivery of an exceptional customer experience, ensuring high levels of customer service at all times.   This position falls within a shared-services working arrangement agreed between the respective Boards of Directors of Culture Coventry Trust and Coventry Sports Foundation, which allows for the sharing of posts and associated services where appropriate and of benefit to the work of both organisations. | | | | |
| **MAIN DUTIES AND RESPONSIBILITIES: -**   * To monitor and track income targets and KPI’s and present information to the Commercial and Business Partnerships Manager and other Senior Managers as required. * Proactively identify and implement solutions / actions to improve business performance based upon income analysis. * Ensure compliance with licensing and other legislative requirements for all sites. * Attend relevant trade shows and networking events to enhance the company profile and build new client relationships. * Manage all inbound enquiries to drive events sales and efficiently convert potential business. * Introduce new contacts to the business through networking and a proactive approach to sales. * Build strong relationships with existing clients and drive repeat bookings. * Build a pipeline of opportunities and future business contacts. * Identify marketing requirements for all conferencing and event facilities and work with the marketing teams to produce the relevant online and printed collateral. * Travel on / off-site to conduct venue inspections and undertake planning meetings with all suppliers, when required. * Be aware and keep abreast of all competitor set activity, ensuring we are ahead of the curve with unique and creative ways of targeting prospects. * In line with the agreed Conference & Events Pricing Strategy, provide sales pitches and quotations for client enquiries to maximise revenue for Culture Coventry and CV Life. * To support the Commercial and Business Partnerships Manager with the planning and implementation of a sales strategy for all the corporate hire spaces available across Culture Coventry and CV Life portfolios. * Manage and set department budgets with the Commercial and Business Partnerships Manager. * Work closely with the operational team to ensure proactive and professional support for conference and event activities. * Mange financial procedures, ensuring all invoices are completed in a timely manner, liaising as necessary between all internal departments and external suppliers. * Take accountability and show initiative demonstrating energy to meet agreed standards, strive for results and manage within budgets. * Prepare proposals for incoming enquiries containing best fit solutions for the client’s expectations. * Produce weekly, monthly and annual revenue forecasts and sales reports, and other ad hoc reports as required. * Deal with all relevant correspondence regarding conference and events activities, to include all meeting room requirements, catering requirements, special diets, etc, ensuring attention to detail in all correspondence. * Line manage the Events and Visitor Services Administrator to ensure they are effectively supporting with the setup, delivery and promotion of conferencing and events across Culture Coventry, as well as completing visitor services duties as and when required. * Responsible for the mentoring, counselling, supporting, advising, coaching and development of the Events and Visitor Services Administrator. * To draft and issue booking contracts according to set deadlines and forward to clients for approval and confirmation, again ensuring attention to detail. * Manage & co-ordinate Client requirements with all 3rd party suppliers and internal service providers, where required. * Ensuring the delivery of high quality internal and partnership events and activities to the highest standards. * To ensure effective working practices with other teams across all Culture Coventry and CV Life venues and be confident to act on your own initiative to ensure conferences and events go to the agreed plan. * Manage all event spaces & associated logistical arrangements. * Manage all F&B requirements for the client. * Ensure the provision of excellent personal service for all conference and events customers.   **GENERAL RESPONSIBILITIES: -**   * To embrace and lead by example on the company’s key values; * Identify and review risks with your Line Manager as part of the organisational risk register; * Contribute to the ongoing review and development of the Trusts policies and procedures to support continuous improvement; * Ensure adherence to all Trust policies and procedures; * Ensure compliance with and understand all Health & Safety policies and requirements; * Support and input into the organisational digital strategy as required; * Identify and collaborate with potential key external stakeholders; * Identify fundraising or sponsorship opportunities and highlight these to your Line Manager; and * Ensure adherence to the GDPR in respect of all data collected and maintained. * To carry out tasks at a range of sites that are either operated or managed by the Company or where services are delivered by the Company. * To promote Equality and Diversity and ensure full compliance with Company policy. * To undertake other duties and provide short-term cover where necessary, as specified by Management, which are appropriate to your qualifications, experience and general level of your position. | | | | |
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| PERSON SPECIFICATION | | | | | |  |
| **Criteria** | **Essential** | **Desirable** | | **Evidence** | |
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| Experience within a sales and/or events management position. | 🗹 |  | |  | |
| Ability to travel in the UK to attend conferences and meet prospective clients. | 🗹 |  | |  | |
| Ability to influence. | 🗹 |  | |  | |
| Experience in Managing varied stakeholder environments. |  | 🗹 | |  | |
| Excellent presentation skills. | 🗹 |  | |  | |
| Excellent communication skills. | 🗹 |  | |  | |
| Experience of managing targets and KPI’s. | 🗹 |  | |  | |
| Excellent attention to detail. | 🗹 |  | |  | |
| Ability to creatively think in order to problem solve. | 🗹 |  | |  | |
| Prospect management and analytic experience. | 🗹 |  | |  | |
| Time management skills. | 🗹 |  | |  | |
| Commercially aware. | 🗹 |  | |  | |
| Good standard of Maths and English. | 🗹 |  | |  | |
| Ability to travel between sites during working hours. | 🗹 |  | |  | |
| A team player with an approachable manner. | 🗹 |  | |  | |
| Use of Microsoft packages including word, excel outlook and PowerPoint. | 🗹 |  | |  | |
| Evening and weekend working. | 🗹 |  | |  | |
| Awareness of Health and Safety procedures and requirements. | 🗹 |  | |  | |
| Awareness of licencing regulations. | 🗹 |  | |  | |
| Experience of Managing staff. | 🗹 |  | |  | |
| Experience of budget management and reporting. | 🗹 |  | |  | |

**Date Created:** November 2019

**Date Amended:**