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| Conference and Events Manager | ENU_Logo_CMYK |
| **Role Description** |  |

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| **Grade & Salary:** | | Grade 5 |
| **Campus Location:** | | Craiglockhart Campus with a requirement to work throughout the University Estate |
| **Line Manager:** | | Hospitality and Events Manager |
| **Line Management Responsibility for:** | | Conferencing and Events Co-ordinators, Sales and Marketing Executives, Conference and Catering Administrator. |
| **Organisational Structure:** | | Tick to confirm attached |
| **Role Summary:** | | This is a newly created role reporting to the Hospitality and Events Manager, leading the Conference and Events Team for the University. Responsibility for developing and delivering a customer focused service to support the University Strategy.  Property and Facilities is one of the largest professional services department within the University and is responsible for the management and development of the University Campuses, Ancillary Facilities, Student Accommodation, Conferencing and Events, Catering, Facilities Services and ENgage gym.  The Conference and Events Team requires to operate in a professional, planned and customer focused manner. An experienced Manager is required to manage, support and build a team who will deliver an excellent, innovative service now and in the future.  The post holder will be responsible for delivering a change management programme, modernising the processes and procedures for the Team and collaborating closely with the Catering and Student Accommodation Teams to provide seamless delivery of external and internal hospitality as well as driving sales revenue. There will be a focus on continuous business development and improvement for the Team.  Working hours will be Monday to Friday. Due to the nature of the role, flexibility in working hours will be required and occasional weekend working. |
| **Main Duties and Responsibilities** | | |
|  | Responsible for inputting to and managing a change management programme, to ensure the service is resilient and can deliver the business needs of the University now and in the future. | |
|  | Managing the delivery of new processes and procedures for internal and external hospitality based on newly launched T&C’s | |
|  | Lead on a review of the sales, marketing and revenue for the department and implement a strategy for the future direction of the department. Deliver on agreed outputs to maximise contribution to the University while balancing the educational needs of stakeholders. Management and development of weekly forecasting and mitigating loss of revenue. | |
|  | Develop a Sales and Marketing Plan that increases revenue and optimises profits for the Conference and Events Team and develop a regular reporting pack to provide robust data for future decisions | |
|  | Ability to collaborate at all levels within the University and with external customers in a professional manner | |
|  | Responsible for inputting into the team budget and business plan, delivering the agreed contribution on a consistent basis and proactively mitigating risks | |
|  | Generating external sales and new business through marketing and conversion of leads for the Event spaces throughout the University Estate | |
|  | Accountable for forecasting, pricing and revenue, based on demand and market trends | |
|  | Responsible for maximising occupancy and revenue for the Student Accommodation summer commercial lettings. | |
|  | Responsible for delivering a team who are skilled and motivated to deliver excellent customer service | |
|  | To lead the implementation and delivery of a new booking system for both summer lettings at Student Accommodation and the external or internal conference bookings. | |
|  | Lead on gathering market intelligence. Understand the competitive market place and implement approaches to ensure the University stays ahead in the local market to inform the future direction of the service in line with the University Strategy | |
|  | Represent the University on Sector Groups and Committees relevant to the Team | |
|  | Ability to cover for operational staff as and when required | |
|  | Responsible for ensuring that information and records are managed in compliance with all University policies and procedures | |
|  | Lead on the My Contribution process for the Conference and Events Team. Ensure the continued embedding of the process through: meaningful discussions, setting of SMART objectives cascaded from the P&F strategy and provision of ongoing constructive feedback to direct reports to help drive a high performance culture. | |
|  | Role model the University’s values and behaviours. | |
|  | Undertake such other duties as may reasonably be required by the Hospitality and Events Manager | |

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| **Person Specification** |  |

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| **Attributes** | **Essential Requirements** | **Desirable Requirements** |
| **Education/Qualifications** | Educated to a degree level or equivalent relevant experience |  |
| **Experience** | Demonstrable management experience of a multi-site Conference and Events operation  Demonstrable sales and marketing experience and skills in the Conferencing and Events arena.    Extensive experience of planning, managing and interpreting financial data and budgets to assess performance and guide decision making.    Considerable knowledge and experience of procuring and using accommodation and conference software including formulating, producing and interpreting reporting.  Ability to demonstrate a strong track record and extensive experience of change management, developing teams and ensuring continuous improvements in service. | Experience of Working in Further/Higher Education.  Experience of helping support the implementation of a new system. |
| **Skills/Personal Attributes** | An open and collaborative style of management and an ability to listen with the confidence to reach decisions and determine a clear way forward.  Ability to communicate clearly and effectively both orally and in writing with a range of people at all levels  Ability to work on own initiative and prioritise effectively a varied and demanding workload  Excellent organisational skills and attention to detail, including the ability to plan and co-ordinate policy and practice  Excellent negotiation skills  Ability to work well under pressure often to tight deadlines and excellent personal resilience  Strong interpersonal, relationship building and networking skills.  Excellent IT skills.  Willingness for lifelong learning and development to enhance skills and knowledge.  Committed to delivering the highest levels of customer service  Proactive, “can do” attitude  Ability to think strategically.  Excellent decision making skills.  Flexible approach to working (evidence of ability to work out of hours and occasional weekends) | Knowledge of CABS & Agresso Systems.  Full EU driving licence |

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