

JOB DESCRIPTION FOR CONFERENCE & EVENTS MANAGER

JUNE 2022

A list of job duties associated with your job title is set out below. This job description is non-contractual, and the Company reserves the right to amend, withdraw or depart from its provisions at its discretion. Subject to the Company's business requirements you may be required from time to time to undertake other work within your capacity and the Company reserves the right to amend the job title and/or job description from time to time, on a temporary or permanent basis, to reflect your own development or the Company's business needs.

Job title	Conference & Events Manager
Band	B5
Team	Commercial Team
Purpose of role	To lead the Sales Coordination Team, ensuring exceptional customer service, effective event planning and coordination, and strong relationships with clients and operational stakeholders, whilst supporting the achievement of commercial and revenue objectives.
Reports to	Head of Revenue (<i>Commercial Director in absence</i>)
Manages	6 Sales Coordinators
Key Areas of Responsibility	• Customer Experience & Commercial Performance • Team Leadership & Development • Stakeholder Coordination & Operational Planning • Strategic Client & Event Support
Main Duties	Commercial Performance & revenue growth • Monitor and maintain high standards of enquiry handling across the team, ensuring responses are timely, accurate and professionally delivered in accordance with agreed service standards • Lead the team in achieving sales conversion, occupancy and rate targets, ensuring all revenue opportunities are maximised across conference and event spaces. • Monitor enquiry quality, conversion performance and service standards across the team, identifying opportunities to improve customer experience and commercial outcomes.

	Team Leadership & Development • Provide day-to-day leadership and support to the Conference & Events Coordination Team, promoting a positive, customer-focused culture. • Conduct regular monthly check-ins, providing coaching, feedback and support. • Support the recruitment, induction and onboarding of new team members. • Plan and allocate resources to ensure effective workload management, team cover and operational efficiency. Commercial Coordination & Stakeholder Management • Lead weekly function sheet meetings, ensuring all forthcoming event activity, client requirements and operational considerations are effectively communicated to relevant stakeholders • Work closely with the Head of Revenue to optimise diary management, venue utilisation and yield opportunities • Liaise with Finance to ensure conference and event business is invoiced accurately and in accordance with agreed procedure Strategic Client & Event Support • Support large, complex and high-profile event enquiries and VIP client opportunities, including client meetings, venue showrounds, event reviews and management support for strategically important events.
People skills	• Excellent communication skills, with the ability to build effective relationships with clients, colleagues and key stakeholders. • Strong people leadership skills, with the ability to coach, motivate and develop high-performing teams • Commercially focused with a strong desire to deliver sales, conversion and revenue targets

	• Analytical mindset with strong attention to detail and the ability to interpret performance data and identify opportunities for improvement • Strong planning thinking, decision-making and problem-solving abilities • Willingness to embrace new ideas, processes and continuous improvement initiatives.
Technical skills	• Strong persuasion, influencing and negotiation skills. • Experienced administrator with strong IT and telephone skills. • Strong numerical skills and financial awareness. • Excellent planning and organisational skills, with strong attention to detail. • Good leadership skills with the ability to motivate, coach and develop a team. • Ability to interpret performance data and identify opportunities to improve commercial performance.
Qualifications	• Minimum 3 years' experience within a conference, events, hospitality or commercial environment • Experience of coaching, supporting and developing colleagues within a customer-facing environment. • Experience of working to sales, conversion and revenue targets. • Relevant sales, event management and leadership training. • Willingness to undertake further training as appropriate and when required