Sales & Events Manager

Further Particulars

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Sales &amp; Events Manager</th>
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<tbody>
<tr>
<td>Department</td>
<td>Domestic Operations</td>
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<tr>
<td>Location</td>
<td>Hughes Hall, Cambridge, CB1 2EW and associated properties</td>
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<td>Reporting to</td>
<td>Head of Domestic Operations</td>
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<tr>
<td>Responsible for</td>
<td>Conference Officer and Operations Assistants</td>
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<tr>
<td>Length of Appointment</td>
<td>Permanent</td>
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<tr>
<td>Probation Period</td>
<td>Six months</td>
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<tr>
<td>Salary Range</td>
<td>£27,285 to £31,604 (Spine Point 36–41) depending on experience</td>
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<td>Hours of Work</td>
<td>37.5 hours per week over 5 days including weekends &amp; evenings</td>
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<tr>
<td>Annual Leave</td>
<td>Full time employees are entitled to annual paid leave of 25 days plus public holidays</td>
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<tr>
<td>Pension Eligibility</td>
<td>The College offers membership of a contributory pension scheme. Subject to your age and earnings level, you may be eligible for auto-enrolment into the scheme and you have the right to opt out at any time</td>
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Purpose of Post

To retain and grow existing client portfolio and identify and secure new customer and business opportunities for the conference, meetings and hotel services business. To ensure excellent customer service is delivered at all times to our customers from initial enquiry through to completion of the event.

Key Responsibilities

1. Achieve your individual revenue targets and contribute positively to overall college targets and business objectives.
2. To plan and execute strategic plans which will ensure the retention and growth of all clients within the portfolio and report on progress regularly (quarterly reviews).
3. To research, identify and target potential new clients within existing portfolio and for new customers within target territories and market sectors.
4. To secure and arrange show rounds for all clients and prospects, establishing their needs and expectations, agreeing and negotiating price, services and facilities.
5. To conduct relevant sales activity that will ensure a successful and continuous pipeline is achieved for both new and existing clients and prospects.
6. To monitor industry trends and new products and innovations – providing market intelligence for the sales and marketing team.
7. Pro-actively Account Manage existing direct clients and third party Agents and set strategies for future business development.
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8.  To arrange and attend ‘Fam Trips’ and client events as required.
9.  To respond to all enquiries in a timely and professional manner and convert them to secure bookings as quickly and efficiently as possible.
10. To respond to clients’ enquiries promptly & accurately with the view to constantly achieving and exceeding expectations.
11. To oversee and ensure correct use of departmental technology systems and liaise with IT, ensuring any problems are resolved quickly and efficiently.
12. To ensure leads and enquiries are administered through to booking using the appropriate systems– showing competency in accurate data management.
13. To work closely with the events team and other departments to highlight any new potential clients/leads and maximize opportunities.
14. To ensure all bookings are entered on the departmental technology systems and monitor and update the information as required - producing operational reports.
15. To liaise with clients on site at the time of the booking.
16. To work closely with all other members of the team to ensure a co-ordinated and consistent approach to customers.
17. Champion a positive and collaborative work ethic – working closely with the other members of the operations teams to ensure excellent communication and a coordinated approach to customers – ensuring the smooth running of the customer event, provision of cover, consistency of standards and training.
18. To oversee and ensure timely, efficient and accurate handovers to the operational team, with all details present and correct according to customers specific requirements, ensuring excellent standards of customer excellence.
19. To create and champion service excellence through quality standards and accuracy. Ensuring that the cycle for enquiry management – from initial enquiry through to conversions and booking is managed and delivered seamlessly.
20. To maximize occupancy levels.
21. To have full knowledge of competitors packages, service offerings and rates, by participating in regular competitor visits.
22. To attend exhibitions, industry events and networking opportunities where appropriate.
23. To adhere to the company policies and procedures at all times.
24. To attend monthly operational meetings.
25. To handle any customer queries and complaints in a timely, efficient and professional manner.
26. To conduct regular business analysis and provide statistics and financial data for historic and future bookings (including but not limited to: occupancy, cancellation, and rates).
27. To manage the team, ensuring rotas (5/7) provide correct levels of staff resource and cover in relation to business.
28. To motivate and develop staff and provide an environment that fosters personal development through coaching and training.
29. Encourage cross departmental team collaboration and conduct regular programme specific debriefs, as well as, general discussions on feedback from clients – recommend forward plans for improvement and continuous development towards excellence.
30. To manage staffing issues, communication (including departmental meetings) performance management, absence/holidays etc.
31. Champion the college, Vision and Values and strive for excellence in all activities – providing a role model to the business and setting the standards for how business should be conducted.
32. Support the Head of Domestic Operations as required and provide guidance and support to more junior colleagues as instructed.

33. Other duties for which the job holder is capable and which are appropriate.

**Person Specification**

**Knowledge and Experience**

2. Good general knowledge of College life.
3. Awareness of the Health & Safety at Work Act 1974 and ability to complete risk assessments and hazard analysis paperwork.
4. Experience at a senior level conference & events.
5. A university degree or equivalent qualification is desirable but not essential.

**Personal Skills and Abilities**

1. Commercial awareness.
2. Sound leadership and line management qualities.
3. Highly developed interpersonal skills, with good negotiation skills.
4. Excellent communicator and able to build good business relationships at all levels.
5. Flexible and responsive in approach to direction received.
6. Willingness to offer commitment to the post in terms of energy, enthusiasm and time.
7. Adaptive and receptive to change and variety with the ability to cope with a varied and demanding workload.
8. Good sense of humour.
9. Excellent commercial acumen.

**Screening Check Requirements**

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it.

**Application Process**

To submit an application for this vacancy, please complete the job application form and include a covering letter. Please also complete the College’s Equality and Diversity Form. These should be emailed to: HR@hughes.cam.ac.uk. The closing date for applications is **Friday 20 October at 12 noon**. Interviews will be held on Tuesday 31 October.

For an informal discussion about the post, please contact the Head of Domestic Operations: domestic.operations@hughes.cam.ac.uk. If you have any questions about the application process, please contact the HR Manager: HR@hughes.cam.ac.uk.
Hughes Hall is the oldest of the University of Cambridge’s six graduate colleges. It was established during the Victorian golden age of Cambridge college foundations with a pioneering purpose to provide postgraduate training for women teachers. Today the College accepts male and female students for all the subjects taught in the University. Our vision for Hughes Hall is to be a recognized leader in the University of Cambridge by 2056: a pioneering college for the third millennium. We are dynamic in our approach, developing a unique global impact at the cutting-edge of the academic, professional and commercial worlds.

As a graduate college, Hughes Hall specialises in supporting students studying for taught and research graduate degrees. We also welcome mature students studying for undergraduate degrees. All students share in a distinctive and dedicated academic context created by a mature and committed community of scholars. A distinctive aspect of college life at Hughes Hall is an egalitarian culture where interaction and engagement between Fellows and students is open and encouraged. Unlike most colleges, Hughes Hall does not have a “High Table” reserved for Fellows at mealtimes. There are opportunities for Fellows, Senior Members and students to share interests and learn from each other in a relaxed and interdisciplinary environment.

We are making our mark on the world. Our alumni are now reaching global positions of influence, ensuring that our innovative excellence is reaching the highest levels of influence. We now have the second largest number of graduates and mature undergraduates of any college in the University of Cambridge, with our global outlook reflected by our student profile: two-thirds of students come from nations outside the British Isles, comprising 75 nationalities, a diversity that will only increase. We continue to enjoy a reputation for excellence in a broad range of student activities. We have particular strengths in sport and music, with three members of the winning Men’s Blue Boat this year just one example of our prowess.

We need to ensure that our physical infrastructure matches and facilitates these aspirations, with additional accommodation for students and Fellows and new public spaces including building a Porters’ Lodge to provide a safer and more welcoming environment for students and visitors. We have big dreams for the next 40 years and are currently engaging our alumni and donors in helping us develop an estates vision that meets our goals for the College’s next phase of innovative growth.