

Job Description

Job title	Event Sales Coordinator
School / department	Research & Enterprise Operations
Grade	Grade 4
Line manager	Head of Business Services
Responsible for	N/A

Main purpose of the job
To support the securing and successful delivery of venue hire activities and lead on all marketing activity for West London Venues.

Key areas of responsibility
<p>Sales and Events management</p> <ol style="list-style-type: none"> 1. Provide administration support for external hire activities. To include (but not limited to): <ol style="list-style-type: none"> a. Organisation and support to regular meetings with department heads to plan and track future events and external hire activity b. Maintenance and updating of customer-facing West London Venues Webpages c. Maintenance of records relating to external hires and associated events d. Support the generation of quotes and documents to promote UWL facilities than are available for external hire. 2. Provide the first point of contact for all external hire activities and external enquiries. 3. Provide support to West London Venues team in identifying and securing contracts for hire of University facilities, including : <ol style="list-style-type: none"> a. Managing relationships with potential customers; b. Ensuring appropriate Prevent duty checks are undertaken; c. Ensuring contracts are in place with appropriate supporting documentation; d. Liaison with other Central Service Departments for any additional services required by customers (IT, Facilities, Catering). 4. To maintain financial records relating to West London Venues activities, including: <ol style="list-style-type: none"> a. raising Purchase Orders of activities relating to External Hire activity b. receipting goods and services received relating to external hire activities c. Generating contracts for external hire bookings d. Generation of Invoice's to West London Venues Clients e. Tracking potential and actual income and preparing monthly reports for the Head of Business Services on income and pipeline

5. To maintain the records of external hire bookings including:
 - a. To log external hire bookings onto University Room Booking Systems (CMIS)
 - b. To manage and maintain records of future bookings beyond the booking horizon for CMIS
 - c. To log Hire events on the University Events Calendar
6. Supporting the West London Venues team with events management & coordinating external hire events, including:
 - a. Liaising with external clients on-the-day requirements;
 - b. Liaising with appropriate internal stakeholders (academic departments, IT, facilities, timetabling, events etc) to agree support ad timings;
 - c. Liaising with external contractors (catering, accommodation);
 - d. Provide on-the-day- Events Management and coordination for all activities the delivered services;
 - e. Provide Supervision to Student Ambassadors recruited to support the event.
 - f. Managing LCM Exam bookings at St Mary's Road campus and local venues
7. Provide support to internal stakeholders in the development and planning of income generating events (conferences, summer schools, master classes, workshops)
8. Manage & coordinating summer school activity, including:
 - a. Liaising with external clients including generating and providing quotes
 - b. Liaising with appropriate internal stakeholders (academic departments, IT, facilities, timetabling, events etc);
 - c. Liaising with any external contractors (catering, accommodation).
9. To support the Ruskin College team with administration or event bookings
 - a. Source new bookings
 - b. Arrange for contracts and ensure bookings are confirmed
 - c. Arrange for catering
 - d. Pass on delivery details to Ruskin College team
 - e. Finalise booking with Finance

Marketing

Working with the West London Venues team and the University of West London marketing department to develop campaigns

1. Management of Social Media accounts and Website
 - a. Posting content on a regular basis to engage with followers
 - b. Growing Social Media follower's year and year
 - c. Responding to enquiries via Social Media
 - d. Ensuring the West London Venues website is up-to-date with the relevant information

In addition to the above areas of responsibility the position maybe required to undertake any other reasonable duties relating to the broad scope of the position.

Dimensions / back ground information

This role will be based in the Research and Enterprise Operations Department. The key focus of this role is providing a high level of support to external clients, internal departments, a range of academic colleagues across the University and our key external partners to ensure our relationships work well and the University hits the stretching financial targets it sets for this activity. A second focus of this role is to manage specific West London Venues marketing campaigns working with the central marketing department.

As a significant amount of West London Venues business is conducted outside of standard teaching hours the post holder will be required to work in a flexible way (including some weekend and evening work)

Person Specification

Criteria	Essential	Desirable
Qualifications and/or membership of professional bodies	<ul style="list-style-type: none"> • GCSE (English and Maths at grade C or above) or equivalent • Meet the criteria for entry to a Degree Apprenticeship: A levels (or equivalent) or existing relevant Level 3 qualifications 	<ul style="list-style-type: none"> • Educated to degree level or equivalent
Knowledge and experience	<ul style="list-style-type: none"> • Experience of working within an administrative function • Experience of oral and written communication at a professional level • Experience of events management • Experience of basic marketing 	<ul style="list-style-type: none"> • Knowledge of conference and room hire sector • Understanding of the HE sector • Experience of handling financial data, including costing • Experience of advance marketing techniques
Specific skills to the job	<ul style="list-style-type: none"> • Well-developed writing skills (to be tested as part of the selection process) • Proficient in MS Office (to be tested as part of the selection process) • Excellent oral communication skills • Excellent planning, organising and scheduling skills 	<ul style="list-style-type: none"> • Diary management • Experience of using corporate financial systems • Experience of using room booking systems • Familiarity of Adobe InDesign, Photoshop and Illustrator
General skills	<ul style="list-style-type: none"> • The ability to build positive relationships with people from diverse backgrounds and at all levels in an organisation • Customer service skills and ability to service enquiries from a diverse range of potential customers. • Highly self-motivated • Experience of using initiative in the working environment 	<ul style="list-style-type: none"> • Ability to develop commercial opportunities • Ability to bring in new ideas and ways of raise the brand profile.
Other		Driving Licence
Disclosure and Barring Scheme	This post does not require a DBS check	
<p>Essential Criteria are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.</p> <p>Desirable Criteria are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.</p>		