

# Job Description

**Job title:** Senior Conference and Events Manager

**Reports to:** Director of Student Operations and Support

**Department/School:** South Coast Conferences / Student Operations and Support

**Location:** Brighton, Phoenix Halls

**Grade:** 7

## Purpose of the role

To lead the day-to-day operation and implementation of the university’s Conference and Events activity including the development of strategy and operational plans, leading on the sale and marketing of opportunity and on the operational delivery of all commercial lettings and events services, ensuring that financial targets are met.

**Line management responsibility for:** Conference and Events Manager (G6) and Events Services Manager (G6)

## Main areas of responsibility:

* To work alongside the Director of Student Operations and Support in the development of the department’s long-term strategic objectives and operational plans, contributing to the expansion of commercial and event services, and ensuring the successful delivery of all aspects of the department’s work and that activity is resourced accordingly and has a continuous improvement agenda.
* To have overall management responsibility for the Southcoast conferences team. Manage workloads and future proofing resource, planning for peaks and seasonal variances to meet business demands. Ensure on-boarding, and the ongoing training and development of the team to enable them to carry out their roles to the agreed service standards. Ensure their wellbeing, continual development and safety.
* To be responsible for the day-to-day account management of all high-profile contracts, utilising communication and presenting skills and negotiation and contracting skills to convert business, ensuring they are effectively administered, resourced, compliant with Health & Safety requirements and that contractual obligations can be met.
* To have responsibility for budget management, authorising expenditure in Iine with the sales plan and reconciling against the department’s budget. To lead on and find solutions to overcome any potential risks and unforeseen circumstances that impact on service delivery and financial targets, consulting and recommending solutions to the Director of Student Operations and Support.
* To create and maintain relationships with key internal and external stakeholders, overseeing, negotiating, reviewing, and communicating departmental requirements, processes, policies and operating procedures to establish high quality standards of delivery for all areas of the department’s activities, to meet customer expectation.
* To be responsible for planning, maintaining, and developing the department’s management information system application and administration, in all areas of conference and events. Ensure utilisation, compliance, and management reporting meet business requirements. Foster relationship and partnership with service providers.
* To be responsible for planning, maintaining, developing and reviewing marketing collateral (online, electronic and printed) including third party marketing partnerships. Digital marketing platforms such as social media, websites and online agency platforms. Ensuring accuracy of representation.
* To oversee all areas of service and operations ensuring activities are carried out in full compliance with university policies and procedures to include but not limited to Health & Safety, GDPR, annual auditing of compliance and reviewing of procedures. Lead the development of effective practices and act as the point of contact and provide advice to colleagues and direct reports on set policies and procedures.

## General responsibilities

These are standard to all University of Brighton job descriptions.

* To undertake other duties appropriate to the grade and character of work as may be reasonably required, including specific duties of a similar or lesser grade.
* To adhere to the University’s Equality, Diversity, and Inclusion Policy in all activities, and to actively promote equality of opportunity wherever possible.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act.
* To work in accordance with the Data Protection Act 2018 and UK GDPR

# Person Specification

The person specification focuses on the knowledge, skills and abilities, qualifications, and the experience required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed application form **(A),** at interview **(I)** and in some instances through an exercise **(E**); these are shown at the end of each criteria.

## Essential Criteria

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| **Knowledge, skills, and abilities** |
| * In-depth knowledge and understanding of the conference and events market or overseeing the operational implementation of a service. (A, I)
* The ability to formulate a comprehensives strategy and sales and marketing plan, including pricing structures, yield management and awareness of industry trends (A, I)
* Knowledge and understanding of budgetary management processes including forecasting, reporting and analysis of performance (A, I)
* In-depth knowledge and understanding of compliance and its application to conference and events, such as Health & Safety, GDPR, safeguarding, disability decimation act. (A, I)
* In-depth knowledge and understanding of operational management, including the creation of processes and procedures and the ability to develop continuous improvements (A, I)
* Ability to communicate effectively, utilising influencing and negotiation skills to convert business, then create effective working relationships with operational partners, key stakeholders, clients, and third-party organisations. (A, I)
* Ability to take ownership, initiative and accountability whilst working under pressure and independently using own judgement in creating solutions (A, I)
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| **Qualifications** |
| * A high standard of education to degree level or equivalent experience. (A)
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| **Experience** |
| * Substantial experience in operational management and leadership and of managing individuals and large teams in a service delivery environment, including the effective pivoting of resource to meet business priorities (A, I)
* Proven experience in overseeing and implementing operational systems and procedures (A, I)
* Extensive experience of Microsoft suite of packages (in particular Excel, Word, Outlook, PowerPoint) and databases and the proficient use of event management/project management software and experience of using an operating system (currently Kinetics) effectively for financial reconciliation, year-end accounting and ongoing compliance and administration of service delivery. (A, I)
* Experience in setting health and safety standards, auditing and reviewing policy and procedures within conference and events services (A, I)
* Ability to collect, organise, analyse and interpret complex data. (A)
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| **Physical demands and/or other requirements** |
| * The role will require regular travel to other locations where the University of Brighton conduct their business requiring sufficient mobility to be able to visit all areas of a site efficiency (A, I)
* The role will require lifting and moving equipment e.g. setting up event spaces for smaller events and transportation of event equipment to event sites. (A, I)
* Flexibility to work evening and weekends at events (A, I)
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# Additional Information

* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* The University of Brighton welcomes job sharers. Job sharing is a way of working where two people share one full-time job, dividing the work, responsibilities, pay, holidays, and other benefits between them proportionate to the hours each works, thereby increasing access to a wide range of jobs on a part-time basis. The advert for the post for which you are applying will indicate whether applications from job sharers can be considered (this may not be possible for a post that is already part time for example). Refer to the ‘Balancing Working Life’ section on our website here: [Benefits and facilities](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).
* Annual leave entitlements are shown in the table below and increase after 5 years’ service. In addition, to the eight Bank Holidays, there are university discretionary days between Christmas and New Year. All leave, including bank holidays and discretionary days, is pro-rated for part time employees.

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| **Grades** | **Annual entitlement per grade** | **Grades** | **After 5 years’ service** |
| 1-3 | 23 days | 1-3 | 28 days |
| 4-7 | 25 days | 4-7 | 30 days |
| 8-9 | 27 days | 8-9 | 30 days |
| Band 10 and above | 30 days | Band 10 and above | 30 days |

* More information about the department/school can be found here [Professional Services Departments](https://www.brighton.ac.uk/about-us/contact-us/professional-services-departments/index.aspx) or here [Academic Departments](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/index.aspx).
* Read the University’s [Strategy 2019 - 2025](https://www.brighton.ac.uk/practical-wisdom/index.aspx)
* The University has an attractive range of benefits, and you can find more information about them on our [website](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).

Date: March 2024