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**Job title:** Conference Sales & Marketing Executive

**Post Number:** CA5133

**Reports to:** Conference Events Manager

**Department:** Southcoast Conferences: Accommodation & Hospitality Services

**Location:** Exion 27

**Grade:** 5

**Purpose of the role:** To actively sell, market and administer the university facilities and services to internal and external clients for the purpose of residential and non-residential conferences, meetings, and event bookings to include Varley Park Conference Centre.

**Line management responsibility for:** to assist with supervision of day to day work of the Conference and Events Administrator

**Main areas of responsibility:**

* To assist Head of Southcoast Conferences and the Conference Events Manager in researching and creating the annual sales and marketing plan and to implement the sales strategy
* Actively participate in developing, promoting and marketing the university’s residential and non-residential facilities and services to include Varley Park Conference Centre with the aim of improving income and enhancing reputation.
* To identify and develop new sales and marketing activities to optimise internal and external sales by defined market sector. Responsible for the delivery of new business sales targets
* To assist the Head of Southcoast Conferences and the Conference Events Manager in development of the new marketing opportunities by developing and drafting promotional material, brochures, email promotions/campaigns to prospect customers.
* To update and manage social media channels to include Southcoast Conferences website and Southcoast Conferences blog.
* To devise promotional offers to tie in with business needs and to ensure these are promoted and published through the appropriate channels.
* Responsible for proactively securing, attending and converting sales leads internally and externally through one to one appointments, showrounds and speculative telephone calls, emails and presentations to deliver sales targets.
* To coordinate, operate and administer Southcoast Conference residential and non-residential enquiries and bookings, including conferences and meetings, from enquiry to close of the event/booking.
* To coordinate, operate and administer Southcoast Conferences language schools bookings throughout the summer from operational set-up and to administer throughout the booking until departure.
* Assisting with the management of the CRM system on Kinetics to ensure effective, timely and professional management of key clients and prospects.

**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 and Diversity 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

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The person specification focuses on the knowledge, qualifications, experience and skills (both general and technical) 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).

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| **Essential criteria**  |  | **A, I, E** |
| **Knowledge** | * Knowledge and experience to deliver customer service standards including telephone use
* In depth knowledge and understanding of the conference and events market including pricing structures, yield management and competition and trends.
* Knowledge of marketing and sales within the conference and events sector including social media
* Sales and negotiation skills, to ensure maximum financial yield and to convert business
* Knowledge of sales and marketing within commercial environment
* Understanding of planning and delivery of sales and marketing plans
* Awareness of relevant legislation and its application to the conference and events industry e.g. child protection, health and safety issues for events, disability discrimination act and data protection.
* Ability to create and build excellent working relationships both internally and externally
* To be able to work proactively and independently when required
* To be able to communicate to a high level in a clear, concise, timely and appropriate manner both oral and written communication.
* Excellent organisational and planning skills
* To be able to listen well and understands the needs of customers and operation partners.
 | **A,I****A,I****A,I****A,I****A,I****A,I****A,I****A,I****A,I****A,I****A,I****A,I****A,I** |
| **Qualifications** | * No specific qualifications required
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| **Experience** | * Experience and understanding of devising promotional campaigns, and the use of web and social media in generating sales
* Experience of assisting research and creating annual sales and marketing plans
* Experience with administrating bookings from start to finish to include on the day operations of conference bookings and events.
* Demonstrate negotiation skills and attention to detail
* Ability to implement operational and administrative procedures
* Experience of operating databases and producing management information and reports.
* Experience of working within a team both in an office and operational environment.
 | **A,I****A,I****A,I****A,I****A,I****A,I****A,I** |
| **Managing people** | * n/a
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| **Technical/work based skills** | * Financial skills, to set sales forecasts and monitor sales income, ability to plan expenditure and monitor results for sales and marketing projects
* Fast, accurate word processing and presentation skills
* Able to use Microsoft packages (Excel, Word, PowerPoint, Outlook)
* Accurate keyboard skills
* Knowledge and experience with contact management software
 | **A,I****A,I****A****A****A,I** |
| **Other requirements** | * Able to work with display screen equipment and sufficient mobility to be able to visit all areas of the site efficiently.
 | **A** |
| **Desirable** | Knowledge of the Kinetics Solutions SystemExperience within educational environment | **A,I****A,I** |

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* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* This is a full time post and is permanent.
* 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** | **Basic entitlement per year** | **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 can be found [here](https://www.brighton.ac.uk/about-us/contact-us/professional-services-departments/index.aspx) or here [Academic departments (schools and colleges)](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/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)