Sales and Events Co-ordinator

YORK CONFERENCES

Closing date: 06 June 2018
Interviews: 20 June 2018
Directors Introduction

As a member of the Commercial Services team you will be a key contributor in supporting our section to provide essential income to support the University’s key objectives. The services we provide underpin values that will enhance the ‘student experience’, whilst being profitable and sustainable.

We work in an all-inclusive environment where the word ‘team’ is part of our culture. We provide an excellent benefits package supporting market led terms and conditions of employment. We are committed to Investors in People and this is demonstrated by providing an open door policy giving access to the Management Team from all levels of the organisation.

I wish you well with your application.

Jon Greenwood, Director of Commercial Services

York Conferences

Within the Directorate of Commercial Services, York Conferences are responsible for generating the greatest profit. Over the past four decades our team has grown and developed to meet the needs of the constantly changing conference and events market. Hosting hundreds of day meetings, exhibitions and residential conferences each year; we also offer year round bed and breakfast and summer self-catering lets. Our venues range from the 16th century King’s Manor in the heart of the city through to our new developments on campus East including the Ron Cooke Hub, designed specifically for engagement between the University and business.
YCL

YCL is a wholly owned subsidiary company of the University of York. YCL was formed in 2012 with the overall aim to deliver a profitable service and provide essential income to the University.

YCL is continuously looking for new ways to support the University. In 2018 a new retail store and catering outlet will open for the use of students, staff, visitors and local residents.

There are a number of commercially focussed departments which make up Commercial Services, Catering and Bars, Campus Nursery, York Sport, Design and Print Solutions, York Conferences, Retail Services and support teams including Human Resources, Central Administration and Marketing.

YCL was awarded IiP Silver in August 2014.

Benefits Package

- 38 days annual leave including 8 bank holidays (pro rata)
- Pension scheme
- On-site parking
- Concessions rates at York Sport Village and Centre
- 10% off campus NISA supermarkets
- Discount scheme with local restaurants, retail and tradesmen
- Salary sacrifice schemes including cycle to work, childcare vouchers and campus nursery
- Discount scheme with national retailers and services
- Discounted personal postage rates
- Uniform provided

Attractive Place to Work

Centred around the picturesque village of Heslington on the edge of the city of York, the campus offers a wealth of facilities, which includes bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 we have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion.

During this period of change YCL has also grown to support the larger campus. We have worked hard to retain our friendly, informal atmosphere and believe strongly that work should be an enjoyable place to be.

The University

Founded on principles of excellence equality, and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the centre for almost 16,000 students across 30 academic departments and research centres. In just 50 years we have become one of the world’s leading universities and a member of the prestigious Russell Group.

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles—just a few of many attractions.

But York isn’t just a great place to visit—it’s also a great pace to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.
Main purpose of this role

- Contribute to the development, operation and income generation of York Conferences at the University of York by being the customer contact point from initial enquiry through to final invoice.
- All tasks are to be performed in an efficient, proactive and professional manner at all times, following set guidelines and procedures.

Key responsibilities and duties:

Marketing

- To actively promote our facilities through a range of marketing activities. This may include attendance at trade shows, preparing press releases, contributing towards ezines and newsletters, and conducting site show rounds with potential clients
- To carry out research into prospective clients and new opportunities.
- To be able to demonstrate appropriate level of competitor awareness, to include hotels, conference centres and academic venues

Sales

- To carry out all administrative duties involved in the co-ordination of sales activities. This will include responding promptly to all enquiries, the preparation and issue of sales proposals, confirmation letters, contracts and Terms and Conditions, and liaison with the Finance Administrator for the issue of invoices
- To proactively build and maintain excellent working relationships with current clients in order to promote future sales
- To help maintain the client database, ensuring accuracy at all times
- To maximise opportunities for ‘up selling’ and ‘cross selling’ on all events and to be confident negotiating the deal

Event Management and Delivery

- To maintain accurate internal records for each client and keep clear audit trails and dialogue records for each event
- To deliver and maintain sound product knowledge and keep abreast of current and planned developments that may impact the customer
- To liaise closely with the client in order to prepare detailed operation event schedules under guidance from the Operations Manager
- To produce accurate communication to ensure service departments and clients are kept updated in a timely manner for effective service delivery
- To assist in the smooth running of events with a hands-on approach
- To systematically gather feedback from clients, respond if necessary and distribute to relevant personnel to allow for continual development of our services and facilities

General

- To be familiar with the bed and breakfast booking system.
- To carry out other duties as and when required by the YVL Marketing Manager, Conference Sales Manager, Operations Manager and Conference and Events Manager

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post in response to business needs.
# PERSON SPECIFICATION

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<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<td><strong>QUALIFICATIONS</strong></td>
<td>5 GCSE passes at grade C or above to include English Language and Mathematics or an equivalent qualification</td>
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<td><strong>KNOWLEDGE</strong></td>
<td>Must have proven track record demonstrating problem solving and negotiation skills</td>
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<td><strong>SKILLS / ABILITIES / COMPETENCIES</strong></td>
<td>Pro-active and have the ability to remain calm under pressure</td>
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<td>Demonstrate confidence and excellence in their telephone manner</td>
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<td>High standard of written communication skills</td>
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<td><strong>EXPERIENCE</strong></td>
<td>Experience of working both in a team or on individual tasks</td>
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<td>Experience of a busy sales and/or events environment</td>
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<td><strong>PERSONAL ATTRIBUTES</strong></td>
<td>Professional</td>
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<td>Outgoing and confident personality</td>
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How to Apply

Online

- Go to [https://jobs.york.ac.uk/ycl](https://jobs.york.ac.uk/ycl)
- Find the vacancy using reference 6706
- Complete the online application form

You will need to submit your application by midnight (GMT) 06 June 2018.

What will I need?

We will ask you for:

- Personal details
- Your employment history
- Relevant qualifications
- Contact details for two referees

You will need to be ready to show us how you meet the requirement of the job, either in a written statement and / or by answering questions.

The Company will only recruit individuals who have passed the school leavers age. For further information and confirmation of the school leavers age please visit the City of York Council [website](http://www.york.gov.uk).

Applicants aged under 18 year of age will only be offered 20 hours a week or less and they must provide evidence that they are in full or part time education/training, or undertaking work based learning such as an apprenticeship.

Help and assistance

Direct queries to ycl-hradmin@york.ac.uk
01904 328413/01904 328424