Sales and Events Manager

Closing date: 21 May 2021

Interview date: 16 June 2021
Introduction

YCL is a subsidiary company of the University and is part of the Commercial Services team within the Department of Technology, Estates and Facilities (DTEF).

Our mission within the Directorate of Estates and Campus Services (DECS) is to create an excellent environment in which to learn, live and work. Our role is 'to provide services and facilities to the core business of the University and the wider University community'. We monitor service levels, ensuring that we deliver these safely, to a high quality, and in a timely manner to meet the University’s operational needs.

You will be a key contributor in supporting our section to provide essential income and 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.

Mission and Values

At YCL our mission is to provide the highest standard of customer satisfaction, value for money and quality of product within a friendly and helpful environment.

Our values are:

**Trust** - We will place trust in you to do your job and do it well

**Respect** - We will respect you and expect you to respect your colleagues and customers

**Unique** - We are all unique and diverse and we embrace this

**Enjoy** - We strive to make work an enjoyable place, you should too!

York Conferences

Within the Directorate of Technology, Estates and Facilities, York Conferences are responsible for generating revenue through delivering conferences and events. 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 Heslington East campus including the Ron Cooke Hub, designed specifically for engagement between the University and business.

It is an exciting time to join the team as we develop our offering and business plans for the Guildhall, a new venue for York Conferences located in the newly renovated historic site on the banks of the Ouse.
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.

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

YCL is continuously looking for new ways to support the University.

Benefits Package

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

The University

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. The University is one of the world's leading universities and a member of the prestigious Russell Group.

An 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, including bars, gyms and shops.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 they have invested in 20 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 growth on campus. We have worked hard to retain our friendly, informal atmosphere and believe strongly that work should be an enjoyable place to be.
Main purpose of this role

The Sales and Events Manager will take responsibility for managing YCL conference business at the university. The post holder will deliver outstanding customer service through the numerous conference, accommodation and banqueting facilities. The post holder will identify opportunities, market and deliver a variety of income generating events within the University’s portfolio. The Sales and Events Manager will be responsible for leading the conference team for marketing, sales, conference and events management. Working closely with other service providers and internal Heads of Departments, the Sales and Events Manager will develop new commercial concepts and business relationships to deliver a significant contribution which will support the University’s core business of teaching, learning and knowledge transfer.

Key responsibilities and duties:

• To be responsible for the development and management of the conference team to optimise the potential for income generation

• To innovate and drive the development and marketing of offerings in order to optimise the use of facilities and services

• To work with service providers, including Catering, Security, Receptions, Sport and Retail to develop work practices and service levels appropriate to new initiatives

• Deliver successful events and ensure all health and safety matters are adhered to in line with University guidelines and procedures

• To support the University in its core activities by seeking new markets in both the local, regional and national arenas and traditional and non-traditional market segments

• To develop networks through which to promote the potential and profile of York Conferences as a major UK venue in the academic and commercial markets

• To plan and deliver organic growth as the University develops further, contributing to planned developments to highlight commercial opportunity at marginal cost

• To conduct all business in a thoroughly professional manner employing recognised good business practice, management and control methods

• To prepare the section’s annual budget and business plan in support of the current planned business and subsequently to oversee the creation and implementation of the sales strategy, policies, protocols, service levels and standard operating procedures

• To continually develop relationships with the University community turning mutual understanding to commercial advantage for the benefit of all
- To be responsible from the management of Kinetics within the conference office
- Increase the position and profile of York Conferences as a major UK venue for all activities and services
- To implement and monitor the financial performance of the section and to maintain costs as stated in the budgeted targets
- To lead and motivate the members of the conference team through the following recognised management capabilities.
  - **Communication**—Regularly consults with, listens to and provides feedback to staff
  - **Teamwork and Motivation**—Demonstrates leadership, is positive, accessible and visible. Motivates and develops staff and demonstrates fairness and consistency. Empowers staff and encourages initiative
  - **Service Delivery**—Ensures staff are provided with clear direction, a good understanding and training for the job standards expected of them and support so that they can deliver excellent service
  - **Decision Making**—Takes a measured approach to decision making and ensures relevant information is communicated to staff. Delegates appropriately
  - **Planning and Organising**—Ensures plans are in place and progresses them in an organised, timely and clearly communicated manner
  - **Initiative and Problem Solving**—Resolves problems and provides feedback to staff and customers
  - **Pastoral Care and Welfare**—is sensitive and considerate of the needs of others, shows respect and is approachable

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.
## CANDIDATE SPECIFICATION

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<th>ESSENTIAL</th>
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<td><strong>QUALIFICATIONS</strong></td>
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<tr>
<td>• Degree level education, event management qualification or relevant professional experience</td>
<td>• Appropriate Health &amp; Safety qualification (i.e. Managing Safety or equivalent)</td>
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<td><strong>KNOWLEDGE</strong></td>
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<td>• In depth knowledge of the conference, hospitality or events industry,</td>
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<td>• Computer literate and be able to learn new systems quickly</td>
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<td><strong>SKILLS / ABILITIES/ COMPETENCIES</strong></td>
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<td>• High level of communication skills, both written and verbal</td>
<td>• Interviewing and recruitment experience</td>
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<td>• Understanding of budget setting and financial targets</td>
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<td>• Excellent administration and organisation skills</td>
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<td>• Excellent networking skills</td>
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<td>• Ability to work to tight deadlines</td>
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<td>• Excellent decision making skills and ability to use own initiative</td>
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<td>• Excellent multi tasking skills</td>
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<td>• Outstanding customer service skills</td>
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<td><strong>EXPERIENCE</strong></td>
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<tr>
<td>• Experience of working in a relevant events environment</td>
<td>• Experience in coaching and mentoring staff</td>
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<td>• Proven track record of delivery against targets</td>
<td>• Experience of banqueting and weddings</td>
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<td>• Experience of developing new revenue streams</td>
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<td>• Experience of implementing effective systems &amp; procedures</td>
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<td>• Experience of promoting a relevant venue or business offer</td>
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<td>• Experience of dealing with multiple events at one time</td>
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<td>• Experience of leading and managing a team</td>
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<td>• Experience of contributing towards business plans</td>
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<td>• Experience of compiling and/or delivering workplace training</td>
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<td>• Understanding of event related Health and Safety issues</td>
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<td><strong>PERSONAL ATTRIBUTES</strong></td>
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<td>• Positive approach to work and colleagues</td>
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<td>• Team Player and self-motivated</td>
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<td>• Reliable and responsible</td>
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<td>• Confident and enthusiastic</td>
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How to Apply

Online

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

You will need to submit your application by midnight (GMT) of the closing date.

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 show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

YCL 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.

Applicants aged 18 and under will only be offered a maximum of 20 hours of work a week, and 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