Events Operations Manager

Closing date: 21 November 2021
Interview date: 29 November 2021
Introduction

As a member of the Commercial Services team, 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. 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.

We wish you well with your application.

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 Commercial Services, York Conferences are responsible for generating profit 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.
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. In 2017/18 we opened a new retail store and catering outlet for the use of students, staff, visitors and the general public.

YCL was awarded Investors in People Silver in 2014.

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. In 2019 it is the home of more than 18,000 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 post holder will oversee the operations of all conferences and events but maintain their own portfolio of bookings with particular attention to the large-scale repeat clients and large-scale new clients/business which form the mainstay of York Conferences’ income generation.

The Operations Manager will contribute significantly to the efficient delivery and success of the conferences and events. This will involve setting up and monitoring the effectiveness of systems and controls in place. Will have a sound understanding of the relationship between all service providers ensuring successful delivery of each event. The success of this will be demonstrated by repeat business and positive client feedback. The post-holder will manage and monitor the progress of the Events Co-ordinator’s work on a day to day basis with particular emphasis on the delivery of their events and high level of customer service standards. To provide training, support and supervision to the Events Co-ordinators alongside the Sales and Events Manager.

To deputise for the Sales and Events Manager as appropriate /necessary assuming responsibility for the continued operation and function of the Conference Office.

Key responsibilities and duties:

Management and Running of Events on Campus

- Maintain and disseminate sound product knowledge and keep abreast of current and planned developments that may impact our business.
- To include attendance and representation of conferences at Estates Planning meetings and Refurbishment meetings.
- Setup and maintain Standard Operating Procedures for handling confirmed bookings.
- Oversee the allocation of confirmed bookings to the Events Co-ordinators alongside the Sales and Events Supervisor.
- Provide training and support to Events Co-ordinators as necessary.
- To produce accurate communication to ensure service departments and clients are kept updated in a timely manner for effective service delivery.
- To work with the Finance Administrator ensuring York Conferences’ accounts are kept up to date and accurate.
- Ensure all Events Co-ordinators work with the Finance Administrator as detailed above so York Conferences’ accounts are kept up to date and accurate.
- Ensure there is a transparent audit trail for each booking, including financial.
- To be fully conversant with the role and responsibilities of the B&B operation, in order that meaningful and effective cover can be given during the Finance Administrator’s absence.
- To actively promote and sell our facilities through a range of marketing and sales activities in liaison with the Sales and Events Manager and Commercial Services Marketing Team. This may include attendance at trade shows, preparing press releases, contributing towards e-zines and newsletters, and conducting site show rounds with potential clients.
- To produce accurate internal paperwork for each client and maintain clear dialogue for each event and ensure the Events Co-ordinators do the same.
To proactively build and maintain excellent working relationships with current clients in order to promote future sales.

To manage the client database, ensuring accuracy at all times. The post holder will be computer literate and must be able to learn new systems quickly.

To be able to demonstrate competitor awareness, to include hotels, conference centres and academic venues.

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To carry out research into respective clients and new opportunities in liaison with the Sales and Events Manager.

To maximise opportunities for 'up selling' and 'cross selling' on all events and to be confident negotiating the deal.

To assist in the smooth running of all conferences and events with a hands-on approach.

Staff Supervision

Day to day supervision of the Events Co-ordinators including holding regular 1-1 event bookings meetings.

Identifying training and development needs and, in liaison with the Sales and Events Manager, assess/approve any training requests.

Approval for staff absences including holidays, lieu time, doctor's/hospital appointments.

Employment of Conference Support Staff and Student Porters

Employ appropriate numbers of students to run Conference Support Office and Student Porters each vacation, matching numbers to workload.

Advertise positions for both jobs, interview, appoint– with correct paperwork completed, ensuring legislative compliance.

Carry out training sessions.

Carry out inductions and prepare rota.

Ensure all students attend a manual handling training session.

Set up Conference Support office and systems, ensure equipment is monitored/tracked.

Be point of contact for non-specific conference queries for all students employed.

Ensure timesheets are processed through to Payroll, including holiday pay.

Customer Services

Ensure all Events Co-ordinators are familiar with expected level of customer service to include a meet and greet, visibility on arrival, day to day support and obtaining client feedback.

Ensure all complaints are handled speedily and fed back to relevant service provider.

Monitor complaints on the feedback system.

In conjunction with the Sales and Events Manager at the end of each vacation, review feedback received and take actions as/where necessary.

Weekend Cover/Contact

Organise staff weekend cover on campus throughout vacation and during weekends in term-time when necessary. Ensure all Events Co-ordinators are given sufficient notice of working a weekend (rota).

Ensure all Events Co-ordinators provide a ‘contact sheet’ to their organisers and that regular contact is maintained through the event.

Liaise with Service Providers on Campus

Ensure all service providers are brought into negotiations with clients at correct time in proceedings - pre-conference meetings, during events.
• Arrange pre and post conference meetings with all service providers where appropriate, prepare agenda ensuring all relevant matters are covered, carrying forward items from each vacation.

Financial
• Ensure understanding the financial aspect of York Conferences’ accounts.
• Be able to run off financial reports from Agresso when required.
• In liaison with Sales and Events Manager ensure KX configuration is accurate so Events Co-ordinators are able to ‘pick’ correct prices for service/facilities provided.
• Have an overview of all financial requirements and ensure Events co-ordinators follow set procedures.

Marketing/ Sales
• Support Sales and Events Manager with marketing and forward planning for new revenue.
• Up sell services wherever possible and ensure ethos of up selling is promoted within the team.
• Encourage repeat business.
• Ensure clients are fully aware of the extent of services York Conferences offers- other areas on campus, Kings’ Manor, NSLC, Guildhall etc.
• Ensure maximum income is derived from each booking and possible future bookings attend Trade Shows and Exhibitions.

Health and Safety
• Role of Departmental Safety Officer on behalf of conference team including attendance at appropriate meetings and training.
• Complete regular workplace inspections of office including DSE assessments.
• Run toolbox talks for team on relevant topics, such as stress at work and office safety.
• Maintain the office’s first aid box and accident reporting system.
• Support in the completion of risk assessments for conferences and events where appropriate.

Training/ Development
• Explore opportunities for networking with colleagues from other venues e.g. Venuemasters.
• Attend IOSH course.
• Monitor training courses attended by Events Co-ordinators and ensure attendance on mandatory training such as fire safety in addition to agreed standard courses e.g. customer services; computer competency (excel etc.).
• Attend Risk Assessment Training.

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 equivalent.</td>
<td>• Appropriate Health &amp; Safety qualification (i.e. Managing Safely or equivalent)</td>
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<td>• 3+ event management experience.</td>
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<td><strong>KNOWLEDGE</strong></td>
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<td>• In depth knowledge of the conference and events industry, ideally within academic sector.</td>
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<td>• Computer literate with knowledge of Microsoft packages including Word and Excel 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 skills</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 and under pressure</td>
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<td>• Excellent making skills and ability to use own initiative</td>
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<td>• Outstanding customer service skills</td>
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# CANDIDATE SPECIFICATION

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<td>• Proven track record of delivering revenue targets in a sales focused environment</td>
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<td>• Proven track record of securing and delivering corporate events</td>
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<td></td>
<td>• Staff supervision and management</td>
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| PERSONAL ATTRIBUTES | • Positive attitude.                                                       |                                                                           |
|                     | • Hard working and target driven.                                          |                                                                           |
|                     | • High level of people skills, customer and colleagues.                    |                                                                           |
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