SALES AND EVENTS SUPERVISOR

Closing date: 21 November 2021
Interview date: 1 December 2021
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.

We wish you well with your application.

Mission and Values

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

Our values are:

Trust—We ill 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 and enjoyable place, you should too.

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 departments which make up YCL including, Catering, Campus Nursery, York Sport, Design and Print Solutions, York Conferences, Retail Services, York Science Park Limited 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 local residents.

YCL was awarded IiP Silver in August 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

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 they 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 2019 it is the home of more than 18,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, 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.

Visit www.visityork.org for more information on the city of York.
Salary: £23,000 per annum
Grade: C1
Hours of work: 37 hours per week (Full time)
Contract type: Open
Reporting to: Operations Manager and Sales and Events Manager

Main purpose of this role

The main purpose of the role is to give supervisory support to the team and undertake some of the day to day decision making. The Sales and Events Supervisor will contribute significantly to the efficient delivery and success of conferences and events; assisting the Events Co-ordinators to achieve targets, securing new business and the successful management of confirmed events on campus. The post-holder will personally maintain a portfolio of bookings, with particular attention to the large-scale repeat clients which form the mainstay of York Conferences’ income generation.

Key responsibilities and duties:

General

- To attend meetings as required in the absence of the Sales and Events Manager and the Operations Manager.
- To oversee the Events Co-ordinators workload and distribute enquiries accordingly, with regular reviews of sales enquiry logs and outcomes.
- To maintain and disseminate sound product knowledge and keep abreast of current and planned developments that may impact our business.
- To actively promote our facilities through a range of sales activities as directed by Sales and Events Manager. This may include attendance at trade shows, liaising with the marketing team and conducting site show rounds with potential clients.
- To be fully conversant with the role and responsibilities of the B and B delivery, in order that meaningful and effective cover can be given during the B and B team’s absence.

- To maintain entries on the client database, ensuring accuracy at all times.
- To produce accurate internal paperwork for each client and maintain clear dialogue for each event.
- To provide assistance with staff training, support and supervision as necessary.
- To provide assistance with Health & Safety procedures and support in the completion of risk assessments for conferences and events where appropriate.
- To carry out research into prospective clients and new opportunities and to proactively build and maintain excellent working relationships with current clients in order to promote future sales, with guidance from the Sales and Events Manager.
- To ensure all complaints are handled speedily and fed back to the relevant service provider.
- Financial - To have an understanding the financial aspect of York Conferences and have the capability to occasionally perform financial tasks and requirements.

Operational

- Will have a sound understanding of the relationship between all service providers on campus and the roles they play and will liaise closely with these service providers ensuring successful delivery of each event;
- Will maintain a portfolio of events on campus - with a bias towards managing the larger events and large-scale repeat clients, with the assistance of Events Co-ordinators.
Key Responsibilities continued:

- To produce accurate communication to ensure service departments and clients are kept updated in a timely manner for effective service delivery, via KX issued bookings.
- To work with Finance Administrator in preparing and processing invoices for each booking and follow up queries in an agreed timescale.
- To ensure transparent financial audit trail for each booking.
- To assist in the smooth running of events with a hands-on approach.

Sales

- To ensure maximum income is derived from each booking and possible future bookings.
- The post-holder will assist the Sales and Events Manager and Operations Manager in monitoring the work of the Events Co-ordinators.
- To ensure all sales opportunities are maximised and ensure the ethos of up selling is promoted within the whole team and repeat business is encouraged.
- To be confident negotiating the deal – confident in securing bespoke prices.
- To maintain and disseminate sound product knowledge and keep abreast of current and planned developments that may impact our business, proactively assisting in researching new clients and gaining new business and maximising profit for York Conferences.
- To be able to demonstrate competitor awareness, to include hotels, conference centres and academic venues.
- Will have a sound understanding of the sales process to be able to demonstrate best practice.
- To maintain a transparent sales progress audit trail for each enquiry and booking.
- Ensure all client interactions are dealt with to the highest levels of customer service.
- To assist with site visits and advise Events Co-ordinators on show-arounds to maximise the probability of potential clients confirming business.
- Attend Trade Shows and Exhibitions if required
- Assist Sales and Events Manager with preparation for the Weekly Sales Meeting.

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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<td><strong>QUALIFICATIONS</strong></td>
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<tr>
<td>• 5 GCSEs at grade C or above including English and Maths</td>
<td>• Event management qualification</td>
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<td>• Events co-ordination experience 3+ years.</td>
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<td>• Appropriate Health &amp; Safety Qualification (i.e. managing safely or equivalent)</td>
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<td><strong>KNOWLEDGE</strong></td>
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<td>• Must have proven track record demonstrating problem solving and negotiation skills</td>
<td>• Knowledge of University systems including Kinetics.</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>• Proactive and the ability to stay calm under pressure.</td>
<td>• Understanding of budget setting and financial targets</td>
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<td>• Workload management.</td>
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<td>• Flexible, practical and have excellent organisations and admin skills</td>
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<td>• Demonstrate confidence and excellence in their telephone manner</td>
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<td>• High level of communication skills both written and verbal</td>
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<td>• Excellent networking skills</td>
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## Person Specification

### Experience

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| • Experience of working both in a team or on individual tasks  
• Strong customer service background  
• At least 2 years’ experience in an events environment |
| • Staff supervision and management |

### Personal Attributes

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| --- |
| • Positive attitude.  
• Professional  
• Hard working and target driven.  
• High level of people skills, customer and colleagues.  
• Outgoing and confident personality |
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 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

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