Events Co-ordinator

Closing date: 4 January 2022

Interview date: 10 January 2022
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

- To achieve and contribute to the development, operation and income generation of York Conferences at the University of York through specific set individual and team targets by being the customer contact point from initial enquiry through to event completion.
- Targets are set each financial year and will be proportioned within the team to meet the team targets but will be monitored on an individual basis.
- 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 social media and the website, 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 achieve revenue and targets set each financial year for conferencing and events through repeat and new business. Sell and market York Conferences event services, ensuring the proposition is compelling, competitive and well communicated.
- 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 manage and administer in the smooth running of events with a hands-on approach ensuring they meet or exceed customer expectations.
- 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 and financial management systems.
- To carry out other duties as and when required by the Sales and Events Manager, Events Operations Manager and Sales and Events Supervisor.
- To offer the highest level of customer service ensuring positive feedback and repeat bookings.
- To attend relevant training for personal development and H&S.

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>QUALIFICATIONS</th>
<th>ESSENTIAL</th>
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<td>5 GCSE passes at grade C or above to include English Language and Mathematics or an equivalent qualification</td>
<td>Event Management Qualification</td>
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<td>Event Co-ordination experience 1+ years</td>
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<th>KNOWLEDGE</th>
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<td>Must have proven track record demonstrating problem solving and negotiation skills</td>
<td>Experience in generating sales income 1+ years</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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<th>SKILLS / ABILITIES / COMPETENCIES</th>
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<td>Pro-active and have the ability to remain calm under pressure</td>
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<td>Flexible, practical and have excellent organisational and administrative skills</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>• Strong customer service background</td>
<td>• Experience in co-ordination of small and/or large events across multiple venues.</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>• Positive attitude.</td>
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<td>• Professional</td>
<td>• Hard working and target driven.</td>
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<td>• High level of people skills, customer and colleagues.</td>
<td>• Outgoing and confident personality</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