Why work for YCL?

Job title: Events Operations Manager

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Salary: £28,611.39 per annum
Grade: YCL C2
Hours of work: 37 per week (Full time)
Contract type: Permanent
Reporting to: Sales and Events Manager

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 Coordinators 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 Coordinators 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.

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 15th century Guildhall in the heart of the city through to our new developments on Heslington East campus, designed specifically for engagement between the University and business.

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, alongside the Sales and Events Manager.
- Oversee the allocation of confirmed bookings to the Events Coordinators alongside the Sales and Events Supervisor.
- Provide induction training and ongoing support to Events Coordinators 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 Coordinators work with the Finance Administrator as detailed above so York Conferences’ accounts are kept up to date and accurate.
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Key responsibilities and duties continued

- 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.
- 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 Coordinators 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 occasional rotas where appropriate.
- 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, following authorisation from the Sales and Events Manager.
Key responsibilities and duties continued

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- 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 Coordinators 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 Coordinators are given sufficient notice of working a weekend (rota).
- Ensure all Events Coordinators 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 basic understanding of the financial aspect of York Conferences’ accounts.
- In liaison with Sales and Events Manager ensure KX configuration is accurate so Events Coordinators are able to ‘pick’ correct prices for service/facilities provided.
- Have an overview of all financial requirements and ensure Events Coordinators follow set procedures.

**Marketing/ Sales**
- Support the Sales and Events Manager with marketing and forward planning for new revenue when required.
- 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 as the face of the business where required.
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Key responsibilities and duties continued

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.
- 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 relevant courses such as Risk Assessment Training and IOSH.

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.
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<th>Essential</th>
<th>Desirable</th>
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| **Qualifications**    | ● Degree level education, event management qualification or equivalent.  
                        ● 3+ event management experience. | ● Appropriate Health & Safety qualification (i.e. Managing Safely or equivalent) |
| **Knowledge**         | ● In depth knowledge of the conference and events industry.  
                        ● Computer literate with knowledge of Microsoft packages including Word and Excel and be able to learn new systems quickly. | ● Knowledge of the conference and events industry within the academic sector.  
                                                                                      ● Experience with Google Drive. |
| **Skills/abilities/competencies** | ● High level of communication skills, both written and verbal  
                                        ● Understanding of budget setting and financial targets  
                                        ● Excellent administration and organisation skills  
                                        ● Excellent networking skills  
                                        ● Ability to work to tight deadlines and under pressure  
                                        ● Excellent making skills and ability to use own initiative  
                                        ● Outstanding customer service skills | ● Interviewing and recruitment skills |
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| **Experience**       | ● Proven track record of delivering revenue targets in a sales focused environment  

● Proven track record of securing and delivering corporate events  

● Staff supervision and management, including demonstrable track record of delegating effectively.  |           |
| **Personal Attributes** | ● Positive attitude.  

● Hard working and target driven.  

● High level of people skills, customer and colleagues.  

● Flexible and fair approach to team management.  

● Sensitive and considerate of the needs of others, shows respect and is approachable |           |