

THE POST

College/Service: [Event Exeter](#), Campus Infrastructure and Operational Support Services

Post: Event Sales Manager

Reference No: R47757

Grade: E

Reporting To: Head of Event Sales

Responsible For: Sales Support Hub

Job Description

Purpose of Role

Event Exeter's vision is to be a professional and innovative service, delivering high quality sustainable event solutions for the University and wider community.

The post holder will play a vital role within the Event Exeter team, with responsibility for increasing conference and event activity across the Exeter campuses by promoting the facilities available for commercial hire, whilst maintaining the integrity of academic activity, the student experience and the estate. The main focus of this post is to develop commercial sales in the local and national market place, whilst providing managerial support to the Event Sales Support team. Provide group training, 121 coaching and development, and monitor and record financial results. The successful candidate will be part of a dynamic team who are forward thinking and innovative in their approach.

You will need to be confident with excellent communication and presentation skills.

The post holder will liaise with colleagues across Campus Services and other University departments, as well as external service providers to ensure all the customers' requirements are delivered. Attention to detail is important as we expect you to ensure all of our customers receive a high quality experience. Documenting all client details accurately on the booking system is essential, as this will ensure we are able to build and maintain up to date client records.

The post holder will need to be financially aware as maximising income generated through the allocation of accommodation, meeting and conference rooms is crucial.

Excellent customer service skills are a necessity as we take great pride in our high level of customer service.

Main Duties

1. Deputise for the Head of Event Sales in their absence
2. To achieve the set commercial financial targets for conferences and events in conjunction with the Head of Event Sales
3. To prepare forecasts analysing current sales, past sales, market trends, benchmarking and statistics
4. Monitor declined business and review against opportunity to 'check' the effectiveness of the selling and pricing strategy, and work with team to improve results
5. To bid for events through the preparation of bid documents, development of profit and loss accounts and liaising with service providers to ensure the essential criteria can be delivered

6. Contribute to the development of the sales strategy in conjunction with the Head of Event Sales, and monitor and report accordingly
7. Working with colleagues generate pre and post event management information showing return on investment
8. Using the Visit England economic multipliers regularly report on the economic benefit of events to the City and region
9. To liaise with internal service providers to ensure the appropriate services are booked and delivered
10. To work within the Event Exeter team acting as the authority on the market segments supporting colleagues to co-ordinate and deliver events where necessary
11. To provide support to Event Exeter colleagues throughout the conference season, including participating in the 'on-call' rota outside of working hours
12. To work closely with your line manager to ensure all processes and procedures are followed, ensuring the events are profitable and that University of Exeter financial procedures are followed
13. To provide administrative support which will include items such as writing proposals, administering the delegate management system (WPM) and producing contracts, ensuring all elements of events are recorded in line with the processes and procedures (compliant with ISO9001)
14. To take sole responsibility for running designated events with support from the event team where necessary. This will involve some weekend and evening work
15. To work with the Event Exeter marketing team to help inform and implement the marketing strategy and calendar, ensuring we are communicating to the target audience in the correct way and through the correct channels
16. To actively participate in social media activity generating interest in events on campus and responding to any customer social media activity
17. To develop and host the ambassador network to ensure we are maximising opportunities to identify events; working with key contacts, both internal and external, local, national and international
18. To promote and manage the online registration packages, the development of conference services and products
19. To ensure that all activities and services comply with health and safety regulations, including the timely and accurate issue of risk assessments and operational function sheets from Kinetic for all departments involved
20. To be flexible in terms of working pattern eg there is a requirement to work weekends and evenings, attend trade shows, and conferences, observe at conferences, and participation in benchmarking visits. This will involve overnight stays.

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility

Person Specification

Competency	Essential Criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent 	<ul style="list-style-type: none"> Hospitality, Tourism or Event Management Qualification to A level standard or equivalent
Skills and understanding	<ul style="list-style-type: none"> Excellent people, team and organisational skills Excellent customer service skills Excellent attention to detail Must be able to work as part of a team, as well as using own initiative Must be able to communicate effectively at all levels, demonstrating strong verbal and written skills Strong negotiation and problem solving skills Must have strong networking skills and the ability to build lasting relationships with customers Excellent organisational skills including the ability to prioritise tasks and work to deadlines Knowledge of Microsoft office and data base systems 	<ul style="list-style-type: none"> Knowledge of Kinetic (booking software system) Interest in and knowledge of social media platforms such as LinkedIn and Twitter
Previous experience	<ul style="list-style-type: none"> Experience of assisting in the organisation and planning of events would be an advantage 	<ul style="list-style-type: none"> Experience of working within an HE environment
Person Characteristics	<ul style="list-style-type: none"> Enthusiastic and committed Confident and outgoing Must demonstrate a can-do attitude Ability to adapt easily and think outside of the box 	

Terms & Conditions

Our Terms and Conditions of Employment can be viewed [here](#).

Further Information

Please see our [website](#) for further information on working at the University of Exeter.