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| Job Title: Head of Hotel, Conferencing and Events | Role Profile Number: CEH35 |
| Grade: T | Date Prepared: July 2021 |
| Directorate/Group: Operations | Reporting to: Director of Operations |
| Structure Chart attached: | Yes |

Job Purpose

As Hotel Conference & Events Manager you will strategically define the direction of Lydiard Park Hotel, Conferencing and Events, being responsible for marketing Lydiard Park Hotel conferencing and events facilities and ensuring bookings are maximised all year round by promoting the park and gaining new clients to hold their conferencing and events needs at the venue. The post holder will work with stakeholders to ensure that Lydiard Park Hotel is one of the best Hotel offerings in Swindon, and ensuring we are one of the best within the hospitality industry.

Key Accountabilities

- To set out the vision for the Hotel to ensure, we are a Hotel of Choice to the residents of Swindon, and to our neighbouring counties and Towns, and beyond.
- To lead and implement, from substantive experience of the market, recommendations for Lydiard Hotel and to instil our place in the market as a profitable entity.
- To be the ambassador of the Hotel and provide leadership and strategic planning to all departments in support of our service culture, maximising operations and guest satisfaction.
- To deliver hotel budget goals and set other short and long term strategic goals for the facilities.
- To lead in the procurement of operating supplies and equipment, and contracting with third-party vendors for essential equipment and services as and when necessary.
- To be the responsible person in responding to audits to ensure continual improvement is achieved.
- Deliver defined objectives; recommend, implement, and drive initiatives to further develop the business
- To secure private & commercial bookings, for conferencing and events all year round
- To be the lead in securing new business to the venue and market Lydiard Park as the unique Conferencing and Events venue for all private and commercial customer needs
- Manage functions that will deliver improved business profitability and enhance Lydiard Park’s reputation as a leader in its field.

- Be responsible for the smooth running of all conference and events activities.
- To fulfil any special requirements during the event that the customer requires
- Maximise sales and profit while ensuring customer satisfaction at all times.
- Coaching, training and supporting all conference and banqueting staff to provide consistently high standards, while continually looking to improve.
- Respond to audits that are completed by the company to ensure continual improvement is achieved.
- To effectively manage budgets for whole operations.
- To use business acumen to attract new clients
- Promote the venue as a venue of choice, using social media and liaising with key stakeholders both in private and public sector.
- To provide management information and stability forecast to Management Team and performance board.
- To develop and motivate a team to deliver excellent levels of customer care.
- You will display confidence, strong business acumen and the ability to forecast sales and achieve budgets. You will have the talent to build resilient teams.
- To operationally run any events as required, managing the staff, liaising with the client(s), networking with local businesses maintaining effective client relationships to promote client loyalty, whilst continuously striving to grow revenue and achieve sales targets. The postholder should have a proven track record of achieving and exceeding sales targets. In addition the postholder should possess strong operational skills, commercial acumen, experience with budgeting & financial reporting, and must be able to successfully negotiate and influence at a Senior Management level

Supplementary Accountabilities

- To be able to work unsociable hours as the business requires, including weekends.

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- Substantial experience of managing a large hotel and facilities
- Substantial experience in managing events and conferencing facilities.
- Substantial knowledge of the hotel, conferencing and events management
- Substantial knowledge of the hotel market and competitors
- Experienced and successful proven record in achieving sales
- Commercial business acumen
- Proven track record of financial performance
- Excellent communication skills, written and spoken.
- Have excellent influencing and negotiating skills
- Highly self-motivated and able to work using own initiative.

- Excellent team working and inter-personal skills
- Excellent organisational skills.
- Ability to plan ahead and schedule effectively
- Ability to handle a variety of tasks simultaneously, and deliver to a high standard.
- Ability to work under pressure and prioritise tasks.
- Strong attention to detail and ensure complete accuracy within work produced
- IT competency – thorough knowledge of Microsoft Outlook, Excel and Word and PowerPoint

Qualifications

- A degree or HND (or equivalent) in one or more of the following subjects, business and management studies, events management, hospitality management; marketing and Sales or substantial experience in working in the field.

Decision Making

- Target driven - with the ability to work to, and set, timely performance goals/targets and clear objectives
- Strong individualist and decision maker with high determination to succeed

Creativity and Innovation

- An enthusiastic leader with a demonstrative personality, conduct and credibility to set, maintain and exceed consistent high quality standards commensurate with organisational expectations. A motivational and supportive management style

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| <p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • All Hotel, Conferencing and Events Staff <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • All hotel, Conferencing and Events staff | <p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p> | <p>Yes</p> <p>Revenue and Budget totalling £3.5 million</p> <p>Hotel and Events held</p> |
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Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

- All Internal Stakeholders
- Elected Members
- External Competitors
- General Public

Values and Behaviours

We strive to underpin our culture of being 'At our Best' through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

Other Key Features of the role

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

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| Employee Signature: | Print Name: |
| Date: | |
| Line Managers Signature: | Print Name:: |
| Date: | |