



Job Title: Operational Lead- Sales, Conferencing, Events and Marketing	Role Profile Number: CEH36
Grade: R Salary: Salary- 36,411- 48,639 (Dependant on Experience)	Date Prepared: 29/10/21
Directorate/Group: Operations	Reporting to: Head of Hotel, Conferencing and Events
Structure Chart attached: Yes	Yes

Job Purpose

We are seeking a flexible, dynamic and outgoing Operational Lead of Sales, Marketing & Events at Lydiard Park in Swindon.

You will be leading the Sales, Marketing and Events team with day to day operational and administrative duties, working with operational colleagues within the Hotel, Conference Centre and Country Park and ensuring that marketing and promotional activities are communicated and co-ordinated effectively across all departments. You will be responsible for maximizing the park's hospitality revenues by developing programs to increase occupancy and make profitable use of its accommodation, meeting, events and country park spaces. The post holder will also work with the aim to make Lydiard, the number 1 wedding venue in the South West and the go to venue for large scale events within the large country park.

Key Accountabilities

- Successfully promoting and managing the brand at Lydiard and the wider outlets within the structure
- Working and leading with contacts at advertising agencies and aggressive use of Social Media
- Managing relationships with agencies and partners
- Overseeing and managing budgets for advertising, marketing, and promotions
- Monitoring competition and leading the team to stand out in the marketplace
- Leading and Supervising the Hospitality, Sales and Events Coordinators
- Generating new ideas for customer incentives, accommodation and business packages
- Acquiring and leading the need to source coach party events to maximize Room and Food revenue
- Working with and influencing the Museum and Heritage team to support with the marketing of Lydiard

House. The post holder will lead this relationship

- Use Social media and be knowledgeable in social media trends to ensure Lydiard is marketed for all events and weddings
- Have a wealth of knowledge in Weddings and the marketing of these events. The post holder will be accountable for the organizing and execution of weddings. The post holder will need to have great influencing and organizational skills to work with the the other Operational Leads to create seamless Wedding events.
- Supporting the Hotel and Conferencing Operational Lead with room bookings for events and rate management
- Supporting and influencing the Hospitality and Banqueting Lead by ensuring Food and Beverage options are sold with events packagings
- Attend and lead Estate Advisory Group meetings on behalf of the park and manage these relationships
- Drive revenue by overseeing, leading and acquiring large scale events to the park to increase footfall
- Have a clear knowledge of insurance and risk assements for all events ensuring all events have the correct paperwork and all legislation is met
- Lead and organise events which fit in with the character of Lydiard Park
- Help develop and constantly update a modern, easy to use and dynamic website for Lydiard Hotel and Lydiard Park and a knowledge of how to market the hotel and events through search engines. The post holder will be accountable for the management of the Hotel and Park website and will also work alongside the museum service to ensure all websites link up with the House museum own site.
- Work, develop and lead a Loyalty programme for the park
- Have a calendar of events for the Hotel, Conference centre and large outdoor events across the year

Supplementary Accountabilities

- To support in the procurement of Hotel Services and food services with guest choice at the forefront of decisions by working with the other Operational Leads
- Be able to work unsociable hours across a 7 day week
- Support and be flexible across the Hospitality operation by leading/supporting with the other operational leads in their absence.
- Ensure all Health and Safety tasks are managed and completed within the structure in compliance with current legislation.

Knowledge & Experience

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

- Sales, Events and Marketing- Substantial experience in the field which is demonstrable
- Forecasting and Scheduling in an occupancy led environment
- Being able to influence senior management at all levels
- Knowledge in large event planning and health and safety
- Managing and leading direct reports to ensure full engagement with brand standards
- Clear knowledge of website management and social media

Qualifications

- Personal Alcohol Licence is desired
- Degree or HND in a relevant marketing and events field
- Demonstrable Hospitality experience

Decision Making

- The acquiring, organising and marketing of all events in Lydiard Park, Hotel and conference centre (also supporting the wider outlets in the structure)
- Contracts and management of third parties and adherence to risk assessments and health and safety

Creativity and Innovation

- The delivery of brand standards and standard operating practices for a faultless guest journey
- Development of products and services- must be adaptable and flexible to the changing marketplace
- Organise events which maximise revenue and draw in large numbers

<u>Job Scope</u> Number and types of jobs managed <ul style="list-style-type: none">• Sales, Marketing and Events coordinators (x2) Typical tasks supervised/allocated to others <ul style="list-style-type: none">• Administration• Service Delivery	Budget Holder Responsibility Asset Responsibility:	Yes Income generation for all events held at Lydiard Park, Hotel and Conference Centre- circa 500k in revenue Park and buildings
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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)

- Guests/General Public
- Councillors
- Operations Directors
- Third party event organisers
- Health and Safety Officers

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).

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