

Job Title:	Events & Conferencing Officer	Role Profile Number:	CEN75
Grade/s:	Grade N	Insert Date Prepared:	November 2018
Directorate/Group:	STEAM Museum, Planning, Regulatory Services & Heritage	Reporting to:	STEAM Deputy Manager - Income Generation

Job Purpose

To create an attractive events package that will cater for the needs of the corporate sector and the community, you will seek new and innovative ways to keep the brand fresh so that people continue to be inspired and engaged. You will create, plan, develop and implement a successful and inspirational programme of events and activities which are appropriately-branded, financially viable, cost effective and sustainable, in order to attract and retain audiences and raise levels of attendance and participation, increase visitor enjoyment and appreciation of the Museum, delivering the business plan objectives.

Key Accountabilities

- To develop, support, motivate and manage the Events & Conferencing Assistant.
- Under the direction of the STEAM Deputy Manager – Income Generation, to manage Events & Conferencing budgets.
- To achieve the objectives contained within the Museum’s Business Plan for events and conferencing, achieve sales targets, converting visitors to corporate clients, taking every opportunity to actively market and cross sell, ensuring the highest standards of customer care are reached.
- Establish and maintain robust systems and procedures to ensure the effective delivery and sustainability of events and conferencing.
- Control the timetabling of events to ensure that demand is met, capacity is available and events are executed at the best and most suitable locations.
- Working with the STEAM Deputy Manager – Income Generation and the STEAM Management Team to create, develop, manage and maintain strategies, processes and procedures that enable the Museum to operate as a business.

- Work with the Visitor Experience Manager and the Collections & Interpretation Manager to ensure that events and conferencing have a minimal impact on general museum visitors.
- Work with the Visitor Experience Manager and the Events and Conferencing Officers to ensure adequate numbers of staff and volunteers to cope with the demands and requirements of delivering events and programmes across STEAM, including overseeing the set up and set down of events.
- Ensure all out of hours events are staffed appropriately, working with a team of casual staff and the Visitor Experience Manager as necessary. Recruit and plan the activities of adequate numbers of staff and volunteers to cope with the demands and requirements of delivering an annual events programme across the Museum, ensuring there is a co-ordinated and efficient approach to delivery, including overseeing the set up and set down of events.
- Identify present and potential markets and opportunities for events, analysing market trends, communicating effectively with target clients and audiences, predicting and satisfying customer needs through the continual development and improvement of events.
- Develop and deliver presentations for clients to generate new business, increase business opportunities and promote the Museum's events and hospitality opportunities. To sell sponsorship, stand and exhibition space to potential exhibitors and partners.
- Act as a sales ambassador taking the lead through proactive contacting and networking to maximise every opportunity to generate income and gain new business opportunities; develop and maintain relationships with key clients, write bids, including costing proposals, ascertain client's precise event requirements and produce detailed proposals for events.
- Develop new income streams and opportunities for profitable hospitality, developing substantial business growth and exceeding the financial income targets.
- Work with the New Media Marketing & Development Officer to create distinctive, compelling and competitive branding for events and co-ordinate event promotion and marketing, liaising with other departments of the Council to ensure a co-ordinated and coherent approach.
- Carry out consultation with key partners and stakeholders to identify design concepts, as well as initiate ideas for an inspirational, dynamic, innovative and broad range of events, making up a quality annual Museum's events programme, ensuring planning and delivery of events meets the Museum's objectives, maximising the potential from events to raise income.
- Act as project and or team manager on specific identified projects and events within the Museum's Business Plan and continually review and evaluate existing services, events, staff, volunteers, products, programmes, assets, financial resources, costs and processes to ensure improvement and development.
- To work with the Collections & Engagement Manager and the Visitor Experience Manager to develop and maintain emergency procedures related fire, security alert and lock-down.
- Oversee and participate in the organisation and delivery of events and work with staff and volunteers to meet the highest standards on events, content, organisational and customer care. To oversee the hiring

arrangements for externally organised events, including client liaison, negotiation of fees and issuing contracts, collection of deposits/hire fees.

- Identify and secure on-going sources of sponsorship and funding to ensure a broad ranging events programme.
- Utilise expertise and resources from across the Museum and the Council to ensure that events are delivered on time, appropriately staffed, specifications and health, safety, legal and insurance obligations are adhered to. To take responsibility for risk management, emergency planning and first aid provision, ensuring the health, safety and welfare of all participants, staff, volunteers and public during events, including externally organised events.
- Take responsibility for analysing and evaluating events and hospitality data from customer feedback.

Supplementary Accountabilities

- Act as Duty Officer as required.
- Undertake out of hours work as necessary in support of the Museum's conferencing and events programmes.
- Ability to travel across the Borough for meetings.

Knowledge & Experience

- Able to demonstrate a significant understanding of event management and the legislation around the safe running of events.
- Able to demonstrate significant experience of developing and maintaining systems and procedures to ensure the smooth running of conferencing and events programmes, including good attention to detail.
- Able to demonstrate excellent staff, event and project management skills, good budget management, time management and planning skills.
- Able to demonstrate a solid working understanding of health and safety and risk management.
- Can demonstrate strong negotiating skills around prices / costings and contracts.
- Able to provide evidence of a proven ability to create, build and maintain effective relationships with internal and external colleagues at all levels.
- Is able to demonstrate and provide evidence of a commercial awareness, customer-focus and strong client relationship skills.
- Can provide evidence of effective high level problem-solving skills with the ability to prioritise, multi-task

and work within deadlines.

- Is flexible in approach to design and delivery, designing and delivering new ideas and provide evidence of challenging existing culture and engrained practice.
- Is able to provide evidence of proven skills in bid writing, negotiating and generation of new business.
- Can provide evidence and demonstrate the ability to work as part of a team and on own initiative.
- Can demonstrate knowledge and understanding of the marketing and organisational restrictions and issues facing heritage/historic properties.
- Can demonstrate high levels of creativity required to create events programmes and an ability to implement audience development strategies, with a positive and adaptable approach to problem solving.
- Can provide evidence of excellent communication and presentation skills.
- Can provide evidence of being able to gather and interpret information for business research.
- Innovative and creative to distinguish events from the competition.
- Knowledge of sales and marketing.
- Excellent clear communication skills, written and verbally.
- Demonstrate an ability to work well under pressure and deadlines and to keep calm under stressful situations.

Qualifications

- Degree or diploma in Events Management, Business Administration, Leisure and Tourism Management or similar qualification or considerable event management experience.

Decision Making

- Events and hospitality systems development
- Events and hospitality systems client partnership development
- Event design and delivery plans
- Event staffing levels
- Budget management for individual events

Creativity and Innovation

- Can demonstrate excellent organisational skills.
- Can provide evidence of integrating volunteers with permanent staff to deliver events.
- Can demonstrate the ability to build upon client requirements to enhance and exceed expectations.
- Actively identify and introduce improvements to areas of accountability.
- To propose inventive ways of creating and developing income streams.
- Flexibility to meet the varying demands of the role.

Job Scope

<p><u>Number and types of jobs managed</u> Joint with other Events & Conferencing Officer</p> <ul style="list-style-type: none"> • Events & Conferencing Assistant <p><u>Typical tasks supervised/allocated to others</u></p> <ul style="list-style-type: none"> • Delivery of individual events or conferencing activities • Events set up and set down • Bookings administration • Staffing of individual events and conferencing activities • Equipment provision ordering and delivery • Replacement of damaged equipment 	<p><u>Budget Holder Responsibility</u></p> <p><u>Asset Responsibility</u></p>	<p>No</p> <p>No</p>
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Contacts and Relationships

- Is expected to be able to demonstrate a wide network of service and commercial contacts.
- Is expected to engage with forums and partnerships across the events and conferencing sector locally, regionally and nationally.
- Is expected to be able to demonstrate excellent communication with elected members and senior managers within STEAM and the Council.

- Is expected to be able to demonstrate excellent communication with a range of the full range of STEAM clients and customers and other STEAM team members, volunteers and Friends.

Values and Behaviours

We strive to underpin this culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time.

Connected

We put Swindon and its people at the heart of everything we do.

We display a communication and behaviour style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, “is what I am doing in the best interests of Swindon and its people,”?

Resilient

We are forward thinking and work smart

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

Brave

We respect and work together with our colleagues and customers to achieve success

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

Other Key Features of the role

- To act as Duty Officer as required.
- Working regularly weekend and evening duties to meet the demands of the year round programme and work flexibly around deadlines.
- In accordance with the provisions of the Health and Safety at Work etc. Act 1974 and the Management of Health and Safety at Work regulations 1999 you must take reasonable care so as not to endanger yourself or other persons whilst at work.
- You must also co-operate with the Council to enable it to comply with its statutory duties for Health and Safety. You must work in accordance with training or instructions given, make proper use of any personal protective equipment provided and inform your Manager of any hazardous situations or risks of which you are aware.

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