EMMANUEL COLLEGE

JOB DESCRIPTION

JOB TITLE  Conference Manager

LINE MANAGER  The Bursar

THE POST  Management of commercial events to a high standard, including residential conferences, is required. This will include the development of new and continued implementation of existing marketing and sales strategies. The person appointed will meet clients, introduce them to the College including a guided tour as necessary; continue to liaise with clients from their initial enquiry through to their final invoice. This will include working closely with both catering and household staff over client dining and accommodation requirements. Often Members of the College will return as customers and will have particular expectations.

SKILLS REQUIRED  Efficient time management and attention to detail is essential as is a high standard of computing (including Microsoft PowerPoint, Word, Excel and Outlook), a good command of the English language, both orally and written, excellent interpersonal and communication skills. Excellent administrative skills are required together with the confidence to deal with both internal and external customers both face to face and electronically. In particular experience in the management, maintenance and reporting from a database is essential as is the ability to use Excel and Word proficiently. Previous conference, sales and marketing experience is essential along with commercial awareness and attention to detail. The ability to work on one’s own initiative is a key requirement of this full time post worked in accordance with a scheme of flexible working arrangements. There is a requirement to undertake additional hours work at key times of the year and this is reflected in the remuneration package for the post.

JOB OBJECTIVE  To maintain the existing customer base, to preserve and where possible expand the level of the College’s external business, it will be essential to maintain and continually develop a sales and marketing strategy to that end. Responsibility for all commercial bookings including external business for the College, for example conferences, weddings, private dining, summer schools and other high profile events across both academic and commercial markets. Input is required to assist with internal bookings as necessary. The Conference Manager works closely with the Catering and Household Departments as well as the Porters Lodge to deliver a service to maximise the customer’s satisfaction that is a priority at all times.

DUTIES:
Using own initiative, to ensure timely completion of work in accordance with financial and other instructions as may from time to time be issued by the College in connection with a variety of duties which include the following:

1) Maintain and build on existing relationships with customers including the annual Summer Schools and to maintain a sales and marketing strategy to maximise the external use of College facilities. This will include maintaining the Conference pages of the College website, direct marketing and PR initiatives in liaison with MEET Cambridge and contact with design agencies, the local and national press and the College Webmaster

2) Develop and maintain customer databases, the College diary of events and the Catering and Accommodation Database

3) Liaison with customers both before and after an event including the communication of the event requirements to those responsible within Emmanuel for servicing and delivering the customer requirements.
4) Follow up enquiries generated including those received from MEET Cambridge

5) Liaise with and assist the Senior Tutor’s Secretary to ensure co-ordination with internal bookings

6) Liaise with other College departments including the Development Office, Tutorial Office, the Porters Lodge, the Building Services team and in particular with the Bursary to ensure that administrative procedures are adhered to.

7) Observe all recognised safety procedures together with the College Health and Safety Policy

8. Observe the College Equal Opportunities Policy, the Computer Acceptable Use Policy and the College Policy on the application of the Data Protection Act, at all times

9. Any other duties and responsibilities which are consistent with the post of Conference Manager as may be reasonably requested from time to time.