

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Commercial Events Manager			Accountable to: Senior Corporate Partnerships Manager		
Contract Length: 1 year Fixed Term		Hours per week/FTE: 28hrs / 0.8		Weeks per year: 52	
Salary: £34,943 - £42,914 per annum pro rata (£27,954 - £34,331)			Grade: 4		
College/Service: CSM/Innovation and Business			Location: Kings Cross		
Purpose of Role: To manage the sales and delivery of all commercial venue hire at Central Saint Martin's Kings Cross campus in order to meet financial targets. To build and maintain client and internal relationships, influencing and negotiating with a wide range of stakeholders. To be part of the Innovation and Business team delivering client satisfaction and repeat business at Central Saint Martins.					
Duties and Responsibilities					
Venue Hire & Event Management					
<ul style="list-style-type: none">To sell the commercial events, production and staffing services including: handling enquiries from initial contact to confirmation of project through liaising with clients and working with them to ensure briefs are adequate; the jobs are priced using the appropriate costing tool; and that contractual terms are properly negotiated in line with the University's Contracts Protocol.To ensure that all relevant internal departments and external site managers are informed and, if necessary, approve of the commercial events taking place in advance and that all preparation is carried out to ensure the event is a success and runs smoothly.To manage projects so that they are delivered on time and to budget; linking with multiple internal teams; and liaising with clients to ensure that project teams are appropriate. To support clients and CSM press relations for projects with a PR element.To generate income in the experience economy by working with new sectors and experiential agencies on experience-based projects both inside and outside the Kings Cross building.To work with the rest of the business team to increase deal flow and revenue by cross selling and up selling.To work with the College's Health and Safety Adviser on all matters of health and safety for commercial events. This includes, but is not limited to, carrying out risk assessments, ensuring client compliance with our risk assessments, obtaining public liability insurance proof from clients, as well as RAMS from all suppliers.To liaise with approved suppliers, external production companies and contractors, ensuring that they are able to meet our health and safety and security requirements.To liaise with external suppliers such as security, caterers, external events companies, production companies, etc to ensure all events are well co-ordinated and run to schedule and to the client's specification ensuring a high quality of customer care at all times.To ensure effective management of all commercial events in coordination with the Commercial Events & Sponsorship Coordinator. This may include being on site either evenings or weekends to act as Duty Manager but will also include briefing, planning and working closely with the Building Operations Team to coordinate events. To ensure all events staff are fully briefed ahead of any commercial event. This may include the Estates team, security, reception, technicians, etc.To forge strong working relationships with colleagues in CSM, UAL and suppliers and clients and to maintain these for the purpose of repeat business and retaining the college's good reputation. This will include working with other business development staff to cross-sell and up-sell other CSM commercial products.Ensuring all relevant event administration is handled correctly.					
Operational management					
<ul style="list-style-type: none">To manage the Commercial Events & Sponsorship Co-ordinator and to ensure liaison with the college building operations staff and the Argent staff team to meet client needs.To ensure that all health and safety systems are adhered to for all external use of the building and external venuesTo develop a network of sub-contractors and internal colleagues able to deliver the production elements of client projects.					

- To work with the Innovation and Business operations team and colleagues across the College to ensure that all clients are contracted and invoiced appropriately and that income is received in a timely fashion in accordance with both CSM systems and University standing financial orders.

Other

- To contribute to the profile raising work of the College by working with the External Relations team on events for press, among prospective and current donors, visitors and key decision makers.
- To be part of the Innovation and Business team and to work with members of the team to ensure that maximum benefit is gained from and by all College clients.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- **Internal**
 - **Innovation and Business, External Relations and Building Operations teams**
 - **College Management:** Head of College, Deans, Programme Directors, Course Leaders, Head of Technical and Teaching Resources, Director of College Resources and Administration
 - **College Academic and Technical:** Academic staff, Technical Co-ordinators
 - **College Administration:** Finance Manager and finance staff, Infrastructure Manager, Health and Safety Adviser
 - **Estates:** Building Management staff, facilities assistants
 - **Students**
 - **UAL Central Services:** Marketing, Vice-Chancellor's office, Development & Alumni Relations
- **External**
 - **Argent**
 - **Event organisers, external event producers, event sponsors**
 - **Designated contractors:** security, catering etc

Specific Management Responsibilities

Budgets: Delivery of commercial events target as appropriate

Staff: 1 x Commercial Events & Sponsorship Coordinator

Other (e.g. accommodation; equipment): None

Signed _____ Date of last review _____
(Recruiting Manager)

Person Specification: Grade 4 Commercial Events Manager

Specialist Knowledge/ Qualifications	<ul style="list-style-type: none"> Degree or equivalent qualification Use and management of database systems Knowledge of the arts and design as discipline areas desirable
Relevant Experience	<ul style="list-style-type: none"> Three years sales in either the charitable, creative or HE sector Has a track record for converting contacts into sales in a creative events environment Has experience of delivering event projects successfully, to time and to budget An understanding of client PR and marketing objectives Proven experience of relationship building with clients
Communication Skills	<ul style="list-style-type: none"> Excellent proposal writing and presentation skills Communicates effectively orally, in writing and/or using visual media. Good written English Attention to detail in written and personal communications Has internal and external networks which contribute to building and strengthening working relationships
Leadership and Management	<ul style="list-style-type: none"> Can motivate and lead a team effectively, establishing clear objectives to manage performance Experience in planning, briefing and managing an event services team to ensure professional delivery of large-scale events.
Planning and Managing Resources	<ul style="list-style-type: none"> Plans, prioritises and organises work to achieve objectives on time Ability to meet continuously developing client needs by collating feedback and views and keeping up to date with market trends and service developments
Teamwork	<ul style="list-style-type: none"> Works collaboratively in a team and where appropriate across or with different professional groups. Experience of ensuring that time and resources are used effectively, continually reviewing progress to improve efficiency and to ensure that work of self and others is completed in line with team objectives
Client Service	<ul style="list-style-type: none"> Builds and maintains positive relationships with clients, leading to repeat contracts
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> Uses initiative or creativity to resolve problems Ability to distinguish between the need to make a decision and when to defer, also contributes to the decision making of others by providing relevant information and opinions