

JOB DESCRIPTION	
Job title: Commercial Events & Sponsorship Coordinator	Accountable to: Commercial Events Manager
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £28,839 to £35,205 per annum	Grade: 3
Service: Innovation and Business	Location: Central Saint Martins, King's Cross
<p>CSM Innovation and Business.</p> <p>Developing commercial and social collaborations that enhance our educational offer and which generate income for the college and create opportunities for our community.</p>	
<p>What is the purpose of the role?</p> <p>To support the commercial hire and sponsorship service at Central Saint Martins to generate income and opportunities for the college.</p> <ul style="list-style-type: none"> • Working with Commercial Events Manager to support the delivery of all commercial venue hire at Kings Cross campus. First point of contact for commercial venue hire enquiries • To support the sales process to corporate sponsors and clients led by the Sponsorship Manager by undertaking prospect research and preparing sales materials. To support with delivery of sponsorship 	
<p>Duties and Responsibilities</p> <p>Venue Hire and Event Support</p> <ul style="list-style-type: none"> • To be the first point of contact for all commercial venue hire enquiries at the Kings Cross campus including organising client visits and negotiating client requirements • To work under the guidance of the Commercial Events Manager (CEM) 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 support the CEM and 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 support liaison 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. • Supervised by the Commercial Events Manager, to ensure effective management of all commercial events. This may include being on site either evenings or weekends to support the delivery of Commercial Events, but will also include briefing, planning and working closely with the Visitor Events Services Team to coordinate events. • To forge strong working relationships with colleagues in CSM, UAL and suppliers and clients and to maintain these for the purpose of repeat business, retaining the college's good reputation. This will include working with other business development staff to cross-sell and up-sell other 	

CSM commercial services.

- Ensuring all relevant event administration is handled correctly.

Sponsorship

- To support the sales process to corporate sponsors and clients led by the Sponsorship Manager by undertaking prospect research and preparing sales materials.
- To assist the Sponsorship Manager in maintaining good relationships with sponsors and clients, including attending client meetings and liaising with internal teams to track and ensure all sponsorship benefits are delivered. When required, to be fully involved with departmental teams to deliver sponsorship packages and benefits
- Work with Sponsorship Manager to ensure effective communication with internal project managers and clients and to update Sponsorship Manager of progress and delivery of sponsorship packages
- To assist the Sponsorship Manager on timely renewals of corporate sponsors including preparation for proposals in advance of contract end-dates; arranging renewal meetings and generating renewal paperwork.
- To support Sponsorship Manager and Partnerships & Marketing Coordinator in maintaining feedback mechanisms, sponsorship monitoring and impact evaluation
- To set up and attend meetings with Sponsorship Manager and clients and other stakeholders to co-ordinate approaches; to take notes when required and assist Sponsorship Manager in follow up to client.
- To liaise with courses to set up a workshop training programme to assist Sponsorship Manager in supporting students in their degree show fundraising efforts and future employability; to send out sponsorship guidelines to adhoc enquiries
- To ensure effective communication with clients and college staff when Sponsorship Manager is not available including arranging meetings, sending holding emails, and directing enquiry to relevant member of Innovation & Business team

Both Commercial Events and Sponsorship

- To ensure all relevant client details are entered in IB client database
- Assist with client relationships and prospecting through client invitations to college events; and support with stewardship of clients at college events.
- Maintain effective file management of the sponsorship and commercial events folder on the shared server, storing and archiving imagery, documents etc.
- Assist with ensuring effective documenting of delivered projects to provide marketing colleagues with content and to update case studies and credential documents
- Assist with tailoring of credential documents and case studies for new client prospects
- Liaising with the IB Operations/Admin Assistant to ensure that relevant client and project information is documented and updated regularly on the Project Summary sheet.

General

- To perform such duties consistent with your role as from time to time may 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 personally contribute towards reducing the University's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- 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 accordance to 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& Business team; External Relations teams: IB Directors, Visitor and Event Services team, Innovation Operations Coordinator and Ops Assistant

College Academic and Technical: Academic staff, Technical Co-ordinators, Finance Manager and finance staff, Infrastructure Manager, Health and Safety Adviser, Building Management staff, facilities assistants, students

External

Event organisers, external event producers, event sponsors, Designated contractors: security, catering, Clients

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment):

Last updated: February 2019

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The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Person Specification	
Specialist Knowledge/Qualifications	Educated to a degree level or equivalent or has relevant work experience Desirable – knowledge of HE Sector and/or Creative sector
Relevant Experience	Experience of events or venue hire with commercial organisations Experience of client-facing, sales-driven work delivering benefits/outputs to commercial organisations. Desirable – experience of prospect research or similar research skills
Communication Skills	Communicates effectively orally, in writing and using visual media
Research, Teaching and Learning	Not applicable
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team or with different professional groups
Student Experience or Customer Service	Provides a positive and responsive customer service.
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve day-to-day-problems

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