



Job title	Event & Sales Manager	Job family and level	Administrative, Professional and Managerial Level 4
School/ Department	University of Nottingham Sport	Location	University Park Campus, Nottingham

Purpose of role

Working alongside the Assistant Director for Sport – Business Development to oversee and deliver the department's events and bookings sales and retention strategy, with a strong focus on driving income. The role holder is responsible for securing and managing the delivery of major events as well as planning and implementing systems and processes to improve the customer experience as well as maximizing revenue across all sport and non-sport related university services. The role will also act as the main event liaison and provide additional staffing support to the sports operations team for major events.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Securing major events and facility hire <ul style="list-style-type: none">Implement the events strategy to maximise income generation by effectively planning and managing major events and facility hire.Work collaboratively with all major event stakeholders to prepare, coordinate and submit persuasive and influential event bids.Deliver an annual sales campaign to drive new event enquiries, including hosting facility tours and networking events.Pro-actively identify and provide support for new business development opportunities to help drive income including planning and delivering a programme of income-generating events such as sports days, team building activities, training camps and ticketed-events.Support the block booking timetable planning process to ensure facilities are optimized and protected for the purpose of hosting events and external bookings whilst balancing the needs of the student programme.Identify and embed opportunities to maximise spend per event through use of university services such as catering, conferencing and accommodation.Support the annual budgetary process for events and facility hire income.	40 %
2	Event Planning and Organising <ul style="list-style-type: none">Provide overall leadership for key events including Headliners, BUCS Big Wednesday, elite training camps as well as providing support for	25 %

	<p>welcome fair, Hall of Fame awards, sports excellence dinner and national league franchises.</p> <ul style="list-style-type: none"> • Lead on overall coordination of major events across all sports facilities, ensuring operational, estates, security, catering and accommodation teams are fully briefed and that events are delivered consistently at a high standard. ▪ Support the recruitment, training and deployment of any necessary staff to support with delivery of events. • Act as the main event liaison and provide additional staffing support to the operational team (including outside of normal hours) where required for major events. • Regularly review and streamline processes to deliver efficiencies and an enhanced customer experience in relation to our sales and enquiries process as well as general event experience. • Lead operational planning meetings across UoN Sport and key stakeholders for relevant events. ▪ Ensure all event-related customer communications and information is up to date and relevant – including all marketing and promotional materials. 	
3	<p>Reporting and systems</p> <ul style="list-style-type: none"> ▪ Provide regular sales reports to measure income, facility capacity/booking availability and analyze this data to help inform business decisions. ▪ Proactively identify efficiencies in how facilities are booked using the existing legend management system to help improve processes. ▪ Implement a new CRM system for tracking enquiries and sales as well as maintaining an event customer database that is accurate, secure, and compliant with the latest GDPR legislation and the University's data policies. ▪ Conduct regular competitor analysis to review price, product and services to ensure facility hire for major events remains an attractive proposition. ▪ Develop and maintain an events planner that covers all sports events and ensure it is properly shared with key staff and stakeholders. ▪ Manage the evaluation process for events, ensuring appropriate follow-up is conducted, results monitored, analysed and reported back. ▪ Conduct surveys and insight exercises to provide data to support the development of business cases for facility investments and refurbishments. ▪ Regularly review the bookings and events terms and conditions to ensure they are robust and relevant, implementing changes to procedure or policy to deliver improvements. 	15 %
4	<p>Relationship and people management</p> <ul style="list-style-type: none"> • Provide overall account management for key event stakeholders for major events and bookings. • Directly line manage the events and bookings officer and support the Assistant Director for Sport Business Development to develop a strong team and worth ethic by setting clear targets and performance standards across the team and department. 	15 %

	<ul style="list-style-type: none"> ▪ Take an active role within the wider sector to stay abreast of trends and initiatives, to glean best practice, be able to effectively benchmark and help identify new opportunities. ▪ Attend relevant networking events, conferences and exhibitions to promote University of Nottingham Sport as a destination for major events. ▪ Represent the sports department at internal and external meetings, providing guidance and advice to ensure that the department is appropriately represented. ▪ Liaise with senior management, external suppliers and colleagues in other departments within the University, including the Graduation Office, Student Recruitment, Exams, Hospitality, Estates/Grounds, External Relations, Health and Safety and Security to ensure the successful delivery of events. ▪ Build excellent working partnership with external suppliers, to ensure high quality and fit for purpose materials and equipment are provided for events. 	
5	<p>Other</p> <ul style="list-style-type: none"> ▪ Support the delivery of the University's Vision for Sport which may include assisting at sports related events for example Open days, Varsity, Sports Awards, Alumni Sports Weekend and Welcome Week. ▪ Other comparable duties as may be required at the request of your line manager and/or department director. ▪ Deputise for the Assistant Director of Sport – Business Development where required. 	5 %

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Flexible approach to work. ▪ Attention to detail. ▪ High level of professionalism. ▪ Team player. ▪ Self-starter. ▪ Outgoing and confident engaging with staff, colleagues and other stakeholders. ▪ Excellent interpersonal and communication skills (including oral and written skills). ▪ Proven leadership and change management skills. ▪ Ability to build relationships with individuals within and outside of the organisation at all levels. ▪ Ability to negotiate and influence both individuals and teams. ▪ Ability to manage sensitive and confidential issues and manage conflict effectively. ▪ High degree of initiative, responsibility and self-motivation and a professional and proactive approach to problem solving. ▪ Ability to define priorities and work flexibility and effectively under pressure to meet demanding (and sometimes conflicting) deadlines. 	<ul style="list-style-type: none"> ▪ Strong interest and passion for sport, health and wellbeing.
Knowledge and experience	<ul style="list-style-type: none"> ▪ Financial awareness and financial management skills. ▪ Excellent IT skills. ▪ Excellent organisational skills with strong commercial acumen ▪ Evidence of quality driven customer service delivery. ▪ Willingness to work outside normal hours. ▪ Experience planning and delivering major events. ▪ Experience working in a sales and target-orientated environment. ▪ Experience managing others and delivering staff training. ▪ Experience of working in a deadline driven environment with speed and accuracy. ▪ Experience of analyzing information from a variety of 	<ul style="list-style-type: none"> ▪ Experience with University standard software including Agresso, Excel and Access. ▪ Experience of managing and coordinating long-term projects. ▪ Experience of working in Higher Education. ▪ Experience working in the sport, leisure and fitness industry in sales. ▪ Experience of working major sporting events.

	<p>sources to inform business decisions.</p> <ul style="list-style-type: none"> ▪ Ability to respond independently to queries and use judgement to deal with unforeseen problems and circumstances. ▪ Relevant experience demonstrating general knowledge of financial practices and managing budgets. ▪ Experience of providing financial reports. 	
<p>Qualifications, certification and training (relevant to role)</p>	<ul style="list-style-type: none"> ▪ Educated to HND/HNC/A level standard (or equivalent), with GCSE (or equivalent) in English and Maths ▪ OR ▪ Substantial relevant experience in events and sales. 	<ul style="list-style-type: none"> ▪ Educated to degree level or equivalent. ▪ Good knowledge and understanding of the Higher Education sector.



Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people	Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
Taking ownership	Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
Forward thinking	Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
Professional pride	Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
Always inclusive	Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others



