

### Role profile

<b>Job Title:</b>	Events Manager	<b>Grade:</b>	Career Grade 7, 8, 9
<b>Department:</b>	Hospitality and Events – ICT & Property Services	<b>Post no:</b>	
<b>Directorate:</b>	Chief Executive	<b>Location:</b>	Ealing Town Hall, Perceval House, Greenford Hall, Gunnersbury Park & other sites are required

<b>Role reports to:</b>	Events and Administration Manager
<b>Direct Reports:</b>	<i>None</i>
<b>Indirect Reports:</b>	Various agency and adhoc support staff for events
This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.	

### Job description

#### PURPOSE OF ROLE:

The hospitality and events team are a key part of the ICT and Property Services department, delivering high quality event and meeting services to the council and external clients and responsible for meeting challenging income targets.

The primary function of the Event Manager role is to sell and promote the hospitality business across the Ealing council corporate estate at any other LB Ealing-contracted venues as required. The post holder will manage both internal council and external events and support the senior management to develop a commercial culture and customer-focused environment.

The role is predominantly Monday – Friday with regular evening and occasional weekend and bank holiday working.

#### KEY ACCOUNTABILITIES:

1. Using the established Hospitality & Events Departmental procedures to actively sell and promote the venues within the Hospitality and Events portfolio, undertaking show rounds, event planning meetings and supplier meetings as necessary.

2. To achieve sales targets as determined by the senior facilities and events manager for the group of properties and to produce sales and basic financial reporting information as requested.
3. Carry-out office administration such as maintaining filing systems and databases, sending out brochures, contracts, and written correspondence, keeping accurate records all the time adhering to the Hospitality & Events Departmental procedures.
4. To be familiar with all aspects of Priava or similar event database system, attend trainings and ensure the database is managed and maintained effectively for operational and reporting purposes.
5. To administer and work small and medium sized internal and external events operationally; to develop strong relationships with repeat booking clients alongside the Events & administration manager.
6. To assist the Events and administration manager with developing ideas for marketing initiatives to generate sales and support the delivery of the Hospitality & Events Marketing Strategy
7. To be fully conversant with all site operational procedures, health & safety legislation, site rules, fire evacuation licensing laws and regulations to ensure effective event management.
8. Work with the Senior Events & Facilities Manager to identify other sources of income from events to generate additional income and to give clients 'added value'. Collaborate with colleagues across the council and council members to make suggestions and recommendations.
9. To be available for regular evening and occasional weekend bank holiday working; a shift allowance will be applied to this position.
10. To carry out any other duties as may reasonably be required by the Events and Administration Manager and Senior Facilities and events manager.

**In addition to the above the post will undertake the following duties on Grade 8**

11. To manage all aspects of event planning and execution for larger events, leading teams as necessary.
12. To work with stakeholders to ensure Priava system is fully utilised and ensure the system is regularly and accurately updated; to be familiar with GDPR / audit protocols.
13. To assist the Event and administration manager in developing training programmes for new procedures, staff at LB Ealing venues to ensure all events are delivered and

adhered to the Hospitality and Events procedures ensuring best practice and high industry standards are maintained.

14. To instigate and coordinate local marketing initiatives in line with the departmental marketing plan.
15. To lead on operational delivery of high-profile internal council meetings and events
16. To be available for regular evening, weekend and occasional bank holiday working; a shift allowance will be applied to this position.
17. To deputise for the Events & Administration Manager in their absence.

**In addition to the above the post will undertake the following duties on Grade 9**

18. To develop a detailed marketing calendar outlining plans and initiatives for the budget year and liaise with the Events & Administration Manager and Events and Senior Events & Facilities Manager for marketing initiatives.
19. To administer key financial information payments, management of invoicing and producing key information for management monthly.
20. To manage the ongoing maintenance and review of the accredited lists of suppliers to include compliance and customer service level checks.
21. To conduct training programmes for new members of staff
22. For management of large-scale events supervision and oversight circa 500 guests plus suppliers, security personnel and portorage

**KEY PERFORMANCE INDICATORS:**

- Delivery of key sales targets for events as indicated in the annual budget monitor.
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- To achieve specific performance indicators for each event and sales to include conversion rates for enquiries to show rounds to sales.
- To ensure compliance with all relevant health and safety legislation and frameworks, including the carrying out of risk assessments for events.
- Regular excellent/very good ratings on client satisfaction surveys/feedback for customer service and effectiveness of event sales service and event delivery

**KEY RELATIONSHIPS (INTERNAL AND EXTERNAL):**

- Councillors
- Senior Events & Facilities Manager, Event and Administration Manager, facilities & events portorage team
- External suppliers to events and all Clients internal/external.

- Director of FM, Head of customer engagement and events and ICT& Property Services departmental colleagues
- Third party partners and service providers.

#### **AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):**

- Day to day management of small and medium internal and external events
- Day to day sales of venues
- Negotiation of hire fees within predetermined ranges
- Collation of financial data as defined by Hospitality and Events manager and Events and Administration manager.
- Day to day management of databases and administrative documents.

#### **Person Specification**

#### **ESSENTIAL KNOWLEDGE, SKILLS & ABILITIES**

- 1) Strong organisational skills with ability to prioritise and deliver to deadline – able to multi-task and use own initiative
- 2) Demonstrable evidence of office administration experience including experience with data filing, telephone and email use
- 3) Experience of managing events across multiple locations in non-standard venues dealing predominantly with temporary events
- 4) Experience of working to KPI targets and sales targets
- 5) Good communication and customer service skills, both written and verbal; ability to communicate outcomes to a lay client and to senior managers and elected members
- 6) Demonstrate a good basic knowledge of health & safety legislation, licensing laws and legislation.
- 7) Ability to work on a rota system covering early morning, regular evening and occasion weekend and bank holiday working will be required
- 8) Previous experience of selling high quality venue space and event services to different types of clients ideally across a broad spectrum of business
- 9) Evidence of an interest in the events industry and a desire to progress within it
- 10) Experience of regular use of event management software, ideally Priava as well; demonstrable knowledge of working with Microsoft office packages including Excel, Word and PowerPoint

#### **ESSENTIAL QUALIFICATION(S), EXPERIENCE AND REGISTRATION (e.g. HCPC)**

- 1) An appropriate professional qualification / degree, member of a relevant professional body (eg. Hospitality or event management, IOSH)
  - a. and/or;

- b. Relevant venue sales or management experience ideally across a multi-site property portfolio
- 2) BIIAB personal licence holder would be desirable.
- 3) Full, clean driver's licence would be desirable.

## Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> <li>• Is passionate about making Ealing a better place</li> <li>• Can see and appreciate things from a resident point of view</li> <li>• Understands what people want and need</li> <li>• Encourages change to tackle underlying causes or issues</li> </ul>	<ul style="list-style-type: none"> <li>• Does what they say they'll do on time</li> <li>• Is open and honest</li> <li>• Treats all people fairly</li> </ul>	<ul style="list-style-type: none"> <li>• Ambitious and confident in leading partnerships</li> <li>• Offers to share knowledge and ideas</li> <li>• Challenges constructively and respectfully listens to feedback</li> <li>• Overcomes barriers to develop our outcomes for residents</li> </ul>	<ul style="list-style-type: none"> <li>• Tries out ways to do things better, faster and for less cost</li> <li>• Brings in ideas from outside to improve performance</li> <li>• Takes calculated risks to improve outcomes</li> <li>• Learns from mistakes and failures</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages stakeholder participation in decision making</li> <li>• Makes happy</li> <li>• Acts to improve performance</li> <li>• Works</li> </ul>