



# Robinson College

## Conference and Events Manager

CANDIDATE INFORMATION PACK

CLOSING DATE: FRIDAY 30  
AUGUST 2024, 9AM

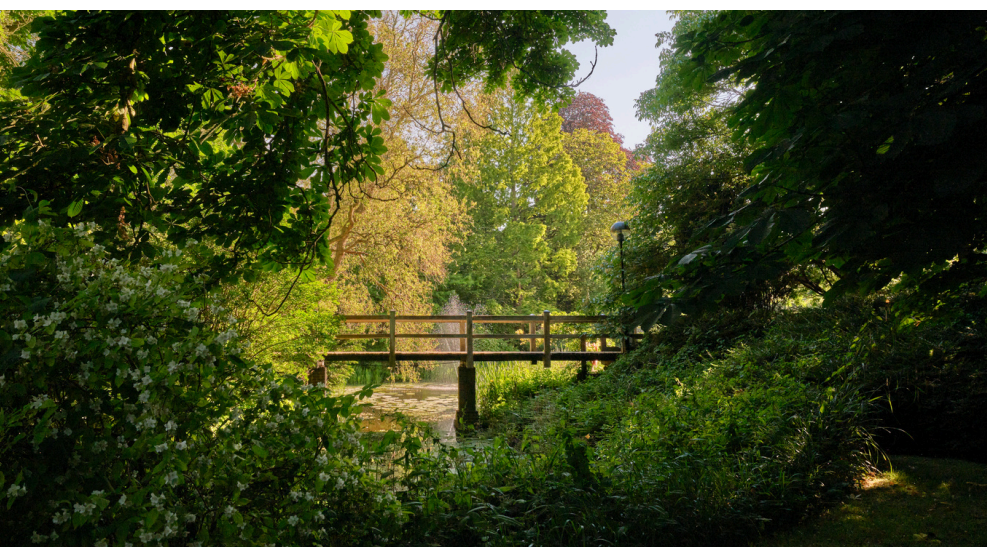




# About Robinson College

The College is a centre of academic excellence with about 400 undergraduates and about 300 postgraduates. Sir Richard Heaton is Warden of the College and there are approximately 90 Fellows and 125 non-academic staff.

Robinson College is the most recent addition to the 31 colleges which make up the University of Cambridge. It owes its foundation to the generosity of Sir David Robinson whose endowment is the largest single gift ever accepted by the University. Planning for the College began in 1973 when trustees were appointed; building started in 1977 and the College moved into its new accommodation in October 1980. Her Majesty The Queen officially opened the College on 29 May 1981.



## SALARY AND CONDITIONS

- Full Time, 37 hours per week
- In the range of £39,000 to £45,000 per annum, depending on experience

## COLLEGE BENEFITS

- 25 days annual leave, plus bank holidays (pro rata for part time appointments), increasing with length of service up to an additional 5 days
- Contributory auto-enrolment pension scheme
- Death in service benefit
- Free lunch in College
- Enhanced sick pay after qualifying period
- Enhanced family friendly pay after qualifying period
- Access to a benefits website which provides savings and discounts on a wide variety of purchases, as well as days out, gift cards and other offers
- Generous Salary Extras discounts – incl. Cycle to Work scheme
- Training and development opportunities
- Free parking may be available subject to capacity
- Access to University Card with subsidised travel on U bus between Madingley Road Park and Ride or Cambridge Train Station and the College
- Exercise space for a small termly charge
- Staff social club events throughout the year
- Annual flu jab subject to criteria

**Reports to:** Head of Conference & Catering Services (HCCS)  
**Responsible for:** Conference & Events Team  
**Liaise with:** Head Chef, Food Services Team and HOD's

### Purpose of the job:

- Administer the conference and functions sales and co-ordination operation for both internal and external events
- Provide event management for all events (including external catering events)
- Assist the HCCS to draft the conference budget each financial year, to review this regularly, and to plan and implement appropriate strategic and tactical actions, in order to ensure that targets are met
- Prepare regular forecasting updates and review actions as required
- Ensure that the Conference department is operated within legislation, College policy and approved budgets
- Manage the Conference team
- Work with the Head of Conference & Catering Services and Sales Manager, in planning and managing the conference business marketing activities/project
- Supervise the management of the conference business key accounts and all their related event activity



## KEY AREAS AND STANDARDS OF PERFORMANCE:

### 1. PLANNING & ORGANISATION:

The identification of future activity and the development and implementation of plans to meet demands:

- 1.1 Manage the strategic/tactical decision-making processes to maximise the conversion of offered, provisional and confirmed business
- 1.2 Manage the enquiry handling processes within the Conference Office to ensure the maximum conversion of enquiries
- 1.3 Manage the booking processes ensuring data accuracy and validity. Ensure that an effective chase system is in operation
- 1.4 Manage the co-ordination, planning and delivery of events, and provide an on-the-day point of contact for the client
- 1.5 Manage the availability and bookings of B&B business on both the College and third-party websites
- 1.6 Ensure that information, including offers, rates, availability, etc, are accurate at all times on the College and third-party websites
- 1.7 Ensure the timely preparation and communication of information to notify relevant parties within College of forthcoming events
- 1.8 Participate in the development of conference and function products and services
- 1.9 Continuous management configuration of the College event management system (KX), and allied manual systems. Liaison with Kinetic Solutions account management and support teams and the College IT department. Training of other College personnel as required on the Kx system and processes.
- 1.10 Manage the letting of college facilities to student bodies, academic individuals and groups, whilst at all times observing the principles of PREVENT and Freedom of Speech
- 1.11 Ensure that all College policies related to the letting of facilities to Junior Members are adhered to at all times

### 2. FINANCIAL CONTROL:

Ensure that delegated authority levels and budgetary expenditure are adhered to, and that measures are taken to correct adverse trends:

- 2.1 With the HCCS, prepare the annual sales target/budget and the conference sales & sundry expenditure budget, for approval by the Finance Committee in March each year
- 2.2 Achieve the agreed sales targets



2.3 Continually review the direction of the Conference Office staff in enquiry handling, such that yield and occupancy are maximised

2.4 With the HCCS, prepare forecast reports for internal and external business

2.5 Ensure that the contracting and depositing policy is adhered to, such that the College is not detrimentally affected by any client cancellations

2.6 Manage the sales billing system allowing for the accurate and timely preparation of event invoices. Conduct weekly checks to ensure that all invoices have been raised accurately and with correct revenue distribution

2.7 Ensure that competitive quotes are obtained for all non-standard purchasing

2.8 Follow the department purchasing control system in order to ensure that expenditure only takes place within agreed levels and within set key performance indicators

2.9 Ensure that all costs are controlled and within budget

### **3. SALES & MARKETING:**

Work to shape and deliver the sales and marketing activity of the College:

3.1 With the HCCS and Sales Manager, draft an annual sales and marketing plan. Additionally ensure the regular review of the plan and any necessary re-direction/re-definition of activity in line with market and business trends

3.2 Implement the sales and marketing plan and conduct pro-active and reactive sales activity by the whole team

3.3 Conduct client appointments – in and out of College as required

3.4 Participate in any marketing activity as may be required

3.5 Carry out regular surveys of competitors and benchmarking exercises

3.6 Attend and report at monthly sales meetings

3.7 Provide monthly business achieved reports





## **4. COMMUNICATION:**

Encourage effective communication at all levels:

- 4.1 Hold weekly conference function sheet meetings with relevant College HOD's
- 4.2 Attend regular 121 meetings with the HCCS to promote shared objective setting and achievement
- 4.3 Chair the weekly departmental meeting
- 4.4 Attend the College Staff information and Consultative Committee Meetings as called, and brief department staff on pertinent matters
- 4.5 Ensure that all external e-mail and correspondence is acknowledged in accordance with agreed standards
- 4.6 Maintain records of communication with clients, suppliers, staff and local authorities
- 4.7 Co-operate and communicate effectively with other staff departments and with Senior, Middle and Junior members of College
- 4.8 Attend the Cambridge Colleges Conference Managers' Committee meetings
- 4.9 Promote and develop effective relations between the conference department and all other staff within the College

## **5. STAFF MANAGEMENT:**

The recruitment, training, motivation and discipline of staff, ensuring that the necessary skills and knowledge are provided within the needs and objectives of the College:

- 5.1 Prepare and periodically review SOP's and job descriptions for all direct reports
- 5.2 Prepare and implement an ongoing training and development plan for the coordination team
- 5.3 Display good leadership skills and set an example for team members
- 5.4 Build a cohesive and effective departmental team
- 5.5 Operate the College disciplinary procedure in accordance with policy and direction from the HR Manager
- 5.6 Operate the annual review system which is designed to improve performance and develop staff within the objectives of the College
- 5.7 Manage the day-to-day direction of the department staff, including regular 1-2-1 direction and meetings with individual members of the team





## **6. QUALITY CONTROL:**

Set and record standards in keeping with the overall objectives of the College:

- 6.1 Formulate and maintain departmental SOP's, and develop staff to deliver to these standards
- 6.2 Advise the HCCS of industry/market trends and initiatives which may affect our products and opportunity
- 6.3 Propose conference service standards for all relevant departments of the College
- 6.4 Conduct regular and frequent monitoring of systems and procedures to ensure the consistent delivery of agreed standards. This may include test calls and mystery shopping
- 6.5 Operate a feedback system such that client reports are received and specific occurrences and trends are reported. All client feedback should be logged and reported to the HCCS.
- 6.6 Manage the processes of gaining accreditations as required

## **7. LEGISLATION:**

Ensure that all relevant legislation is complied with by the department:

- 7.1 Ensure adherence to the provisions of Fire & Health and Safety legislation and regulations
- 7.2 Ensure that the provisions of the College Premises Licence are maintained
- 7.3 Ensure that the College policy with regard to GDPR is maintained
- 7.4 Conduct yourself in a manner which is in keeping with your personal responsibilities under current health and safety legislation

## **8. SECURITY & CONTROL:**

- 8.1 Ensure that all charges are raised and billed to clients as appropriate, and that final invoices are raised and dispatched within 7 days of the event departure
- 8.2 Ensure that any potential threats to the security of the College and/or events is identified and brought to the attention of College management for resolution
- 8.3 Maintain the security of College, members and client belongings within meeting rooms and bedrooms through effective management of the locking systems
- 8.4 Protect and maintain the confidentiality of all College, members and client information



## 9. ATTITUDE & BEHAVIOUR:

Interact positively with other members of the Conference and Catering team as well as the wider College teams:

- 9.1 Lead by example at all times
- 9.2 Actively participate to help create a good team atmosphere
- 9.3 Be constructive, cooperative, helpful and supportive
- 9.4 Be honest, trustworthy and approachable

## 10. OTHER:

As part of the management team, be self-determined and focused on both the educational and commercial objectives of the College:

- 10.1 Operate on the basis of right first time every time
- 10.2 Address issues on the basis that everything has a solution
- 10.3 Carry out any reasonable management direction
- 10.4 Demonstrate good sustainability awareness



# PERSON SPECIFICATION



CRITERIA	ESSENTIAL	DESIRABLE
<b>EDUCATION &amp; TRAINING</b>	<p>Degree or similar qualification in the hospitality sector or equivalent experience</p> <p>Exceptional knowledge of standard hospitality practices and procedures</p> <p>Good level of education</p>	Customer service training
<b>EXPERIENCE &amp; SKILLS</b>	<p>Relevant experience in conference and event management</p> <p>Proven experience of managing and developing a team</p> <p>Proven experience in delivering exceptional customer service</p> <p>Excellent IT skills</p>	<p>Experience of the Cambridge Collegiate system</p> <p>Experience using the KX suite</p>
<b>INTELLIGENCE/APTITUDE /ATTITUDE</b>	<p>Excellent organisational skills and abilities to prioritise workload whilst multitasking</p> <p>Ability to work well as part of a team, and to manage and lead the team</p> <p>Dedication to delivering excellence, maintaining reputation and sales growth</p>	
<b>PERSONALITY/ INTER-PERSONAL SKILLS</b>	<p>Reliable and committed to maintaining high performance standards</p> <p>Able to prioritise, to work well under pressure and to meet deadlines</p>	
<b>CIRCUMSTANCES</b>	<p>Flexibility to work evenings and weekends as required</p> <p>Professional appearance</p>	



# HOW TO APPLY



To apply please send your CV and a covering letter, along with a completed short application form to [careers@robinson.cam.ac.uk](mailto:careers@robinson.cam.ac.uk)

**Closing date for applications:** **Friday 30 August 2024 at 9am**

**Interview date:** **Monday 9 and Tuesday 10 September 2024**





Robinson College  
Grange Road  
Cambridge  
CB3 9AN

[careers@robinson.cam.ac.uk](mailto:careers@robinson.cam.ac.uk)  
[www.robinson.cam.ac.uk](http://www.robinson.cam.ac.uk)