

JOB DESCRIPTION

Meeting and Conference Manager

Reporting to	General Manager
Linear Relationships	Operations Assistant Finance Team Marketing Assistant Assistant General Manager Hospitality and Event Manager
Key Relationships	Internal and External Clients Conferencing Co-ordinators Assistant General Manager Operations Manager Centre Team Building Owner/Investor/Landlord Directors of OSiT Suppliers and contractors

Key Responsibilities

The Meeting and Conference Manager is responsible for generating income and bookings of meeting rooms and event space for their Centre, ensuring standards of the service and product are in line with required audit standards. This will require the post holder to source conference, meeting room and event clients and build relationships in order to increase repeat business. Working within a group of business centres it is important that the post holder supports colleagues in the Group's other centres: this may be by attending meetings, training events or covering absences and busy periods. Travel expenses will be paid in line with the Company's Travel Policy.

Key Activities

Business Development

- To develop and drive increased conference and meeting room sales through prospecting and enquiry handling in order to meet and preferably exceed targets and budgets
- To develop and drive Event sales through prospecting and enquiry handling in order for the Deck to exceed targets and budgets.
- To utilise cold calling, mailshots, targeted leafleting, online directories, social media and networking events
- To promote and develop conference and meeting room services to internal and external clients
- To maximise service revenue through up-selling of variable services to all event, conference and meeting room users
- To develop relationships with brokers, venue finding companies, online meeting room booking agents and local businesses through regular contact, events and networking
- To work closely with the Hospitality and Events Manager to ensure that all events on The Deck are profitable and exceed client's expectations. This will require attendance of events out of office hours.

Financial Management

- To be accountable for the meeting room sales generated via external and internal clients
- To be accountable for the costs and profitability of any services introduced at centres for resale to meeting room clients
- To ensure that all reports on meeting room and catering income on a daily, weekly and monthly basis is accurate and timely. Assist the Hospitality and Events Manager in preparing reports on events held on The Deck.
- To ensure that all events organized are profitable.
- To ensure that all clients are invoiced appropriately and make payment within the Company's policies, and no client owes money at the end of the calendar month without the General Manager's authorisation

Leadership

- To be responsible for training, motivating and developing the Conferencing Team and other support staff within your centre.
- To assist in training hospitality staff on The Deck to provide excellent service at events.
- To liaise closely with the General Manager to set clear performance expectations for yourself and your team members, in order that the General Manager can hold you accountable for meeting and conference room business
- To provide clear feedback of the team's performance
- To hold one-to-one meetings with the Centre Conferencing staff to review the product, service and client satisfaction
- To ensure that all Conferencing staff are fully trained to meet the Centre's required standards

Event, Meeting and Conference Room Service and Product

- To liaise with the General Manager and Hospitality and Events Manager to ensure adequate staffing to support the smooth running of meetings, conferences and events
- To ensure high visual standards of the Deck, meeting and conference rooms
- To ensure high standards of service for all Event, meetings and conferences
- To ensure that all Event, Meeting and Conference Room Policies and Procedures are followed
- To ensure the health and safety of all visitors to and users of the Event, meeting and conference room facilities meets legal requirements.
- To carry out regular reviews of the service e.g. using quality of service questionnaires

Telecommunications and I.T.

- To ensure that the provision of internet, AV, telephony and other I.T. services are of the highest standard for all meeting rooms

Reporting

- To provide accurate and timely reports and forecasts to the General Manager, Hospitality and Event Manager for centre meeting room sales, new clients, trends, marketing activities and other required related information
- To attend regular management meetings

General

- To carry out your work in an efficient and timely manner
- To be considerate of the needs of the team and to work in a supportive manner
- To foster effective relationships with other team members to ensure that client needs are met
- To take part in training programmes and to actively pursue training and development opportunities to drive self development
- To adhere to the company's Policies and Procedures to ensure continuity both within the Centre and throughout the Group.
- To adhere to the Centre's Health and Safety Policy.
- To adhere to the Centre's Equal Opportunities Policy.
- To maintain the confidentiality of the clients, the Centre and OSiT's business.
- To maintain a professional relationship with all clients.
- To maintain a tidy and orderly work area.
- This list is not exhaustive: the Meeting and Conference Manager is expected to be involved in all areas of meeting and conference room provision as a 'hands on' team player.

Meeting and Conference Manager

Additional Information

Competencies required for the Meeting and Conference Manager role

- Client First
- Team Working
- Effective Communication
- Persuasive Communication
- Communication and Impact
- Developing Others
- Delegation
- People Management and Team Building
- Leadership
- Change and Innovation
- Results Orientated
- Planning and Organising
- Strategic Flexibility
- Commercial Awareness
- Making Considered Decisions
- Self Development
- Resilience
- Goal Focus
- Ethics and Trust
- Self Reflection

Key Performance Indicators

These must be measurable and specific

- To increase meeting and conference room sales above the previous year's levels
- To increase the number of external clients using meeting and conference rooms
- Customer satisfaction and retention
- Continuous improvement/best practice
- To show the positive return on individual marketing strategies
- Diary management, e.g. planning appointment times, day book and diaries and MS Outlook
- Continuing professional development (CPD)
- Evidence of self reflection

Personal

- To be set and agreed with the Line Manager

Person Specification

Meeting and Conference Manager

Essential

Education

- GCSE Grade C or above in English and Mathematics

Experience and Skills

- Proven success in a business to business sales environment
- Experienced in self-generation of new business leads
- Excellent account management skills
- Experience of working within a team and the ability to demonstrate an understanding of team dynamics and what makes a successful team
- Proven ability to manage and motivate teams to consistently deliver high performance
- Customer focused at all times, with at least one year's customer service experience
- Strong organisational skills including the ability to prioritise and multi-task
- Self motivating with the ability to work effectively with minimal supervision
- Professional communication and presentation skills
- A high success rate in building and maintaining business relationships
- Problem solving
- Flexible, resilient and calm approach to work in a high pressure and/or continually changing situations
- Thorough knowledge of MS Office
- An understanding of health and safety responsibility
- I.T. knowledge
- To have numeracy and literacy skills
- To have excellent timekeeping skills

Personal Qualities

- Positive, 'can do' attitude
- Excellent communicator
- Enthusiasm
- Confidence
- Personable and friendly, and to project an approachable manner at all times to staff, clients and prospective clients
- Smart and well groomed
- Energetic, self motivator
- Professional outlook and conduct
- Resilience
- To be a team player
- To be client focused
- To have a flexible approach to work
- To be smart and well groomed
- To be well organised

Desirable

- Previous business centre experience would be an advantage
- Level 3 Business Administration or a relevant equivalent would also be an advantage
- Responsibility for budgets and profitability would also be an advantage

Description of Competencies

Client First

- Always ready to go the “extra mile” for clients, both internal and external
- Actively demonstrates a pride in, and an enthusiasm for meeting client needs
- Spots opportunities to increase service levels
- Manages difficult clients situations resulting in a positive outcome
- Responds quickly to client needs and requests for assistance
- Solicits client feedback to improve service

Team Working

- Ability to fit in the team.
- Can develop effective and supportive relationships with colleagues
- Is considerate towards other, and creates a team spirit
- Excellent communicator
- Has great negotiating skills
- Ability to show empathy

Effective communication

- Communicates confidently, fluently and logically
- Holds other’s attention when speaking
- Has the ability to understand the needs and character of the person/people they are communicating with and adapts their own style to suit

Persuasive Communication

- The ability to change people’s views and influence their decision in an assertive not aggressive way

Communication & Impact

- Communicates with clarity, using a flexible range of styles to suit the audience
- Delivers clear, unambiguous messages effectively, understanding the needs and concerns of the audience
- Understands own impact on others, displays credibility and professionalism in line with our values
- Talks passionately about own ideas, using every opportunity to generate interest and enthusiasm in others
- Evaluates their impact and constantly seeks to improve their performance

Developing Others

- The ability to delegate responsibility and to work with others and coach them to develop their capabilities
- Provides helpful, behaviorally specific feedback to others
- Shares information, advice, and suggestions to help others to be more successful; provides effective coaching
- Gives people assignments that will help develop their abilities
- Regularly meets with employees to review their development progress
- Recognises and reinforces people’s developmental efforts and improvements
- Expresses confidence in others’ ability to be successful

Delegation and Empowering Others

- The ability to convey confidence in employees' ability to be successful, especially at challenging new tasks
- Delegating significant responsibility and authority
- Allowing employees freedom to decide how they will accomplish their goals and resolve issues
- Gives people latitude to make decisions in their own sphere of work
- Is able to let others make decisions and take charge
- Encourages individuals and groups to set their own goals, consistent with business goals
- Expresses confidence in the ability of others to be successful
- Encourages groups to resolve problems on their own; avoids prescribing a solution

People Management & Team Building

- Identifies and attracts talent, high performers and key players through their own behaviour, acting as a positive role model and demonstrating the key values of the organisation
- Develops talent to ensure exceptional individual performance and potential optimisation and creates an environment where personal development and team working are valued
- Inspires trust and loyalty within the team and creates a clear shared focus for all which is clearly understood and well communicated
- Uses a wide range of approaches to give recognition for success of individuals
- Values exceptional talent and individual skills people bring to the team, building on the strengths of team members
- Retains staff and reduces staff turnover by the above positive actions

Leadership

- The ability to lead, inspire and influence others with integrity and trust
- Leads by example, and shows personal enthusiasm by explaining why things need doing and creating a sense of common purpose
- Develops an awareness of own leadership style, adapting this to suit different people and situations
- Does things wholeheartedly, with passion, enthusiasm and using positive language and expects high standards of others, creating an energetic environment which is enjoyable to work in
- Owns and delivers difficult messages when required to do so
- Is a role model who 'does the right things' and leads from the front
- Is assertive and not afraid to challenge people constructively
- Treats people fairly and respectfully, exerting authority when required
- Inspires others to achieve common goals with excitement, enthusiasm and commitment
- Keeps up to date and abreast of new developments that are relevant to their role.
- Shows pride in the centre and the services that it offers, showing total commitment to the centre's vision.
- Collaborates across all functions of the centre, and works actively to create synergy
- Is seen as objective and professional, dealing with things firmly and fairly

Change & Innovation

- Generates new ideas to add value to the business
- Supports and implements new ways of doing things
- Open to change and encourages others to view change positively

Results Orientation

- Exceeds expectations of the role through exceptional execution, personal drive and determination
- Challenges any areas of underperformance in self and others, and develops and implements solutions to overcome shortfalls
- Strives to identify and implement changes that will result in significant improvements for the business in line with our values
- Sets own goals which may be complex and challenging, continually evaluating and reviewing progress against these goals
- Shows tenacity and focus as well as flexibility in executing ideas

Planning and Organising

- Ability to identify the issues and plan ahead
- Can meet deadlines and respond to tasks within a timescale

Strategic Flexibility

- The ability to analyse the organisation's competitive position by considering market and industry trends, existing and potential customers (internal and external), and strengths and weaknesses as compared to competitors
- Understands the organisation's strengths and weaknesses as compared to competitors
- Understands industry and market trends affecting the organisation's competitiveness
- Has an in-depth understanding of competitive products and services within the marketplace
- Develops and proposes a long-term (3-5 year) strategy for the organisation based on an analysis of the industry and marketplace and the organisation's current and potential capabilities as compared to competitors
- Openness to different and new ways of doing things; willingness to modify one's preferred way of doing things
- Is able to see the merits of perspectives other than his/her own
- Demonstrates openness to new organisational structures, procedures, and technology
- Switches to a different strategy when an initially selected one is unsuccessful
- Demonstrates willingness to modify a strongly held position in the face of contrary evidence
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Commercial Awareness

- Understands and communicates the direction of the business and the industry, and creates a compelling vision and call for actions in line with the company values
- Thinks well ahead anticipating and predicting the direction of the market and customer issues, and puts in place plans and actions that address long term market trends and business objectives
- Is highly client-centric, internal and external clients – ensuring short term and long term plans and activities have a positive client outcome
- Takes tough decisions – seizes opportunities to grasp new initiatives and understands when to leave them

- Evaluates their judgement and constantly seeks to improve their performance
- Has financial awareness and ensures costs are reduced, income is maximised and debtors are avoided
- Ensures that the Centre's budget is considered and adhere to at all times

Making Considered Decisions

- Assimilates information and uses this effectively to make decisions.

Self Development

- Accepts personal responsibility for developing own skills to improve effectiveness

Resilience

- Can demonstrate the ability to work in a pressurised and physically demanding environment
- Ability to deal with situations calmly
- Has the ability to 'bounce back' and not be disheartened or give up

Goal Focus

- Able to focus on desired outcomes, and take decisive action when circumstances change.

Ethics and Trust

- Keeps emotions under control
- Is always honest and transparent
- Treats others with respect and consideration regardless of their status and position

Self Reflection

- Recognises that personal attitudes, beliefs and experiences influence their work style
- Takes time to examine their own actions and the results of those actions
- Identifies positive outcomes and recognises why they happened, and plans to continue and develop these further
- Identifies negative/unsuccessful outcomes and questions and identifies why these results happened
- Finds ways of changing negative outcomes and behaviours in order to improve future outcomes