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| **JOB DESCRIPTION** | | | |
| **SPECIFIC JOB TITLE** | Conference and Manor – Business Development Manager | | |
| **GENERIC ROLE TITLE** | Business Development | | |
| **LEVEL/BAND** | Stage 3 | | |
| **JOB FAMILY** | Events | | |
| **CONTRACT TYPE** | Permanent / On site | | |
| **HOURS** | 25 Hours per Week | | |
| **REPORTS TO** | Campus Sales Manager | | |
| **DEPARTMENT** | Rothamsted Enterprises | | |
| **LOCATION** | Rothamsted Campus | | |
| **DATE** | 4th December 2024 | | |
| **OVERVIEW OF ROLE/JOB PURPOSE** | | | |
| We are looking for a positive and enthusiastic individual with experience in Conference and events sales who is proactive and reactive to all enquiries, responsible for generating new business leads and has the ability to seize every sales and events opportunity that comes their way.  This role is based with Rothamsted Events team who are responsible for handling the event bookings for the conference centre and manor. The event types vary from Conferences, team building to private parties, weddings, and dinners, which provides an exciting and varied job role.  Daily tasks are varied, which include handling telephone and email enquiries, managing phones and event questions from clients with the expectation that 70% of your time will be spent generating new business leads. Performing show rounds of the venues and cross selling where possible. The aim of the role is to support the business to increase revenue through excellent customer service, repeat business and account management. This role involves representing the company at exhibitions, networking events, hosting showcases and fam trips.  For this position, you should be able to use your organisational skills to manage your workload and your time, as you will collaborate with clients and colleagues in a fast-paced environment.  You should at least 3 years’ experience in the hotel, meetings, and conference sector. Possess excellent verbal and written communication skills. The ideal candidate will be passionate about hospitality, sustainability, and customer service.  The role holder is expected to carry out the duties listed below, and any other duties reasonably required by the line manager or company, commensurate with the grade and level of responsibility for this post.  **KPIs**   * Achieve Conference Centre and Manor income through well-managed enquiries and an excellent customer experience * To attract new businesses to campus by promoting Rothamsted Enterprises’ offerings * Responsible for generating new business leads for conferencing and events * Ensure excellent client service throughout the entire client journey * Ensure maximum profitability within prices and packages to meet profit targets * To work innovatively and support the Campus Sales Manager to identify new revenue streams   **About The Company:**  Rothamsted Enterprises Limited (REL) was established in 2015 by its shareholders, Lawes Agricultural Trust, Rothamsted Research and BBSRC. Rothamsted Enterprise is a commercial organisation that generates income which is gifted back to the partners to contribute to the ongoing science and research undertaken by Rothamsted Research.  REL’s Key strategic objectives are:  • To ensure financial sustainability  • To foster relationships on and offsite  • To facilitate opportunities for collaboration and growth and deliver impact  • To align ourselves with Government priorities    Our portfolio includes:  • Office and Lab spaces to rent to start up business  • A modern conference centre  • A campus café  • A Grade 1 listed Manor house  Our team culture is supportive, friendly, honest, hardworking, and ambitious. We have a strong commitment to learning and development, equality, and diversity. An attractive benefits package including 25 days annual leave plus bank holidays, an additional leave day for your birthday, and a generous pension scheme, with salary sacrifice option. An attractive campus close to nature, offering walks and recreational activities - such as tennis courts, and a small gym. The campus offers free parking and excellent transport links. Online staff discount platform. | | | |
| **MAIN DUTIES OF ROLE** | | | |
| **Generic Outputs** | **Weighting** | **Description of Outputs** | **Description of Job Specific Duties** |
| **OPERATIONAL SERVICE DELIVERY** | 45% | Carrying out a range of tasks within clear guidelines ( in a safe manner ) solving problems completing forms and paper work and accurate record keeping | * To be the primary point of contact for corporate and social events across the portfolio. From enquiry handling through to client confirmation. * Lead the sourcing of new clients to fill the pipeline by growing, maintaining, and leveraging existing contacts and turning them into commercial opportunities. * To be responsible for ensuring that client requirements are clearly understood and to advise clients on the best way of delivering their needs. * To respond to incoming enquiries with a full proposal in a timely manner. * To up sell additional menu items including team building, dinners, and other activities that can be offered at Rothamsted. * Nurturing existing client relationships to deliver increased revenue. * Attend networking and industry events, exhibiting when needed. * Respond to inbound phone calls, supporting clients with general questions and taking bookings across our two main venues. * Generating sales opportunities, managing customer relationships, and meeting revenue goals * Find new and existing customers to sell to * Follow up with clients and chase for booking confirmation. * Ensure all client information is logged in the KX database to the agreed standards. |
| **FINANCE AND RESOURCE MANAGEMENT** | 10% | Accurate quotes for clients and invoicing | * Prepare accurate quotations for clients based on their requirements. * To ensure pre-payments are taken for social events. * To be a good problem solver. * To meet the annual sales targets and report performance each month including Return on Investment on activity. * To ensure Purchase orders are raised for agent’s commission claims. * Set rate strategies for the Conference Centre in line with competition and ensure discounts and value-added ideas are recorded. |
| **WORKING WITH OTHERS** | 40% | Responding Effectively to customers enquiries and proactively working with others to achieve outcomes | * To work closely with the team to actively promote all areas of the Rothamsted Enterprises portfolio. * To work closely with senior management team to ensure we create an innovative and inspiring work culture. * To communicate with the wider team any last-minute changes from the client. * Support the wider team with booking suppliers for social events. |
| **CONTINUING PROFESSIONAL DEVELOPMENT** | 5% | Identification of individual development needs development | * Seek feedback from others in assessing one’s own learning and development needs, especially in learning from mistakes or when expectations have been exceeded. * Seek opportunities for self-development in normal day-to-day work as well as through agreed development objectives. |

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| **PERSON SPECIFICATION AND SHORTLISTING CRITERIA\*** | | | | | |
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| **LEVEL/BAND** | | Stage 3 | | | |
| **JOB FAMILY** | | Events | | | |
| **CONTRACT TYPE** | | Permanent / on site | | | |
| **HOURS** | | 25hours | | | |
| **REPORTS TO** | | Claire Wolstencroft | | | |
| **DEPARTMENT** | | Rothamsted Enterprises | | | |
| **LOCATION** | | Rothamsted Estate | | | |
| **DATE** | | December 2024 | | | |
| **EDUCATION/QUALIFICATIONS** | | | Essential | Desirable | How Tested?\*\* |
| 1. | Five GCSEs (including maths and English) or NVQ1/2 or City & Guilds or equivalent, with some relevant work experience | | ✓ |  | AF/Cert |
| 2. | Educated to Degree Level | |  | ✓ | AF/Cert |
| **EXPERIENCE/KNOWLEDGE/SKILLS** | | | Essential | Desirable | How Tested?\*\* |
| 1. | Excellent negotiating skills and commercial awareness | | ✓ |  | AF/IV |
| 2 | Knowledge of conference and meeting industry | | ✓ |  | ? |
| 3 | Excellent verbal and written communication skills | | ✓ |  | ? |
| 4 | Excellent organisational skills | | ✓ |  | ? |
| 5 | Sound decision maker | | ✓ |  | ? |
| 6 | Ability to multitask and work under pressure | | ✓ |  | AF/IV |
| 7 | Proven track record of lead generation | | ✓ |  |  |
| 8 | Min 3 years in a proactive or similar role | | ✓ |  |  |
| **BEHAVIOURS/COMPETENCIES** | | | | | How Tested?\*\* |
| 1. | **Drive for Quality**: Is motivated and committed to doing their job to the best of their ability | | | | IV |
| 2. | **Effective Communication:** Listens and communicates clearly to others | | | | IV |
| 3. | **Creativity and Innovation**: Accepts and adapts to change; makes connections and encourages a creative environment | | | | IV |
| 4. | **Developing Self and Others**: Identifies learning and development needs | | | | IV |
| 5. | **Professional Conduct**: Demonstrates honesty and respect | | | | IV |
| 6. | **Productive Relationships**: Cooperates with and supports colleagues | | | | IV |
| 7. | **Strategic Thinking**: Aligns actions with wider goals and models | | | | IV |
| **GENUINE OCCUPATIONAL REQUIREMENTS** | | | Essential | Desirable | How Tested?\* |
| 1. | A full, valid and clean driving licence | | ✓ |  | AF/IV |
| 2. | Ability to work 5 days over 7 which includes weekends, bank holidays and evenings. | | ✓ |  | AF/IV |