

Capel Manor College

Commercial and Events Coordinator

Job Description & Person Specification



JOB DESCRIPTION & PERSON SPECIFICATION

JOB DESCRIPTION

Post	Commercial and Events Coordinator
Scale	Business and Learning Support
Grade	Scale 5 point 19 - 22
Responsible to	Fundraising and Events Manager
Location	Enfield
Contract	Permanent, Full-time

Key Responsibilities:

The key responsibility of the Commercial and Events Coordinator will be responsible for generating income through a variety of offerings, including room and venue hire, school visits, site tours, group visits, animal experiences, and promoting Friends of Capel Manor memberships. The post-holder will support the development and delivery of the annual events programme, overseeing logistics, and ensuring smooth execution. They will be ensuring the highest standards of health and safety for public activities and events, alongside managing all financial aspects, including tracking expenditure, invoicing, and ensuring budgets are adhered to.

Responsibilities:

1. Be the sales and operation lead for commercial activities to generate income. Activities include but not limited to room and venue hire, school visits, group visits, animal experiences and Friends of Capel Manor Memberships.
2. Support development and delivery of the annual events programme for Capel Manor College, Gardens and Forty Hall Farm, including set-up, breakdown and overall logistics.
3. Ensure the highest standards of health and safety for public activities and events.
4. Ensure expenditure and invoicing of commercial activities is properly tracked and finances process managed.
5. Successfully manage the booking process by identifying sales opportunities and converting enquiries into confirmed bookings. Acting as the main liaison for clients throughout the whole process.
6. Providing information and availability for venue and room hire and carrying out site visits for venue hire, weddings and special event enquiries. Managing the whole process from planning to delivery with clients and upselling commercial activities where appropriate.
7. Coordinating school visits, group tours and corporate away day enquires including availability of School Visit Leaders and tour guides. Managing the whole process from planning to delivery with clients and internal departments.
8. Supporting with the day-to-day organisation and delivery of the annual commercial events programme, including planning and logistics, set-up, and breakdown of the shows.
9. Coordinate the society shows and events programme from conception to delivery, including being the main liaison for each society contact to coordinate logistics.
10. Ensure administration and the processing of financial transactions are completed in a timely manner and following College financial processes.
11. To work with the marketing team, to develop PR and marketing for events and commercial activities. Keep the website updated with correct information and help to promote events and commercial activities online and on social media platforms.

12. Supporting the Fundraising and Events Manager with fundraising engagement events, activities and opportunities.
13. Supporting the delivery of College events including open days, career fairs, student awards and staff conference.
14. Ensuring the highest level of customer satisfaction, both pre, post and during each activity or event. Conducting post event feedback requests to check satisfaction and secure repeat business if appropriate.
15. Planning multiple events and projects at once and ensuring deadlines are met.
16. Supporting the wider team in retail, visitor admissions and reception when required.
17. Be a key holder and be involved with opening and or closing the site.
18. Flexibility to working weekends.

General Responsibilities:

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION

Qualifications

- Possess a Level 2 qualification in English and Maths or a willingness to achieve within a specified period

Experience

- Experience working in a retail environment
- Experience in similar events role
- Experience working in customer service

Skills, Abilities and Knowledge

- Able to multi-task and manage time effectively and efficiently
- The confidence to build effective relationships via email, over the phone or face-to-face
- The ability to develop positive working relationships with individuals at all levels.
- The ability to communicate effectively orally and in writing.
- Sound administrative skills with strong attention to detail
- Able to prioritise work load and work under pressure, with a flexible approach to working hours.

Other Factors

- An understanding of and commitment to safeguarding young people and vulnerable adults
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults
- Emotional resilience
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of College life, including employment and service delivery
- Should the position involve regular driving, a clean driving licence is required