

Capel Manor College

Events and Commercial Officer

Job Description & Person Specification



JOB DESCRIPTION & PERSON SPECIFICATION

JOB DESCRIPTION

Post	Events and Commercial Officer
Scale	Business and Learning Support
Grade	Scale 6
Responsible to	Fundraising and Events Manager
Location	Enfield
Contract	Full-time, Permanent

Key Responsibilities:

The key responsibility of the Events and Commercial officer will be to help plan and run events at Capel Manor College, its Gardens, and Forty Hall Farm. The post holder will coordinate the daily setup, breakdown, and smooth running of both college and commercial events. The post holder will also support sales and general operations, make sure all events are safe for everyone, and help manage the event budget and spending.

Responsibilities:

1. Leading or supporting with the day-to-day organisation and delivery of the annual commercial events programme, including build-up, set-up, and breakdown of the shows.
2. Coordinating college specific events as required, including student recruitment activities such as open days, advice evenings and enrolment week.
3. Successfully manage the booking process by identifying sale opportunities and converting enquiries into confirmed bookings.
4. Providing information about availability of venue hire and carrying out site visits for wedding, filming and photography and special event enquiries. Managing the whole process from planning to delivery with clients.
5. Help to support the Fundraising and Events Manager with fundraising engagement events, activities and opportunities.
6. Be the key liaison with the Animal Management team to develop successful animal experiences as part of the commercial offering to visitors.
7. To work with the marketing team, to develop PR and marketing for events and activities, keeping the website updated with correct information and providing new content for news blogs. Help to promote events and commercial activities online and on social media platforms.
8. Delegating event planning tasks to other staff members where necessary and coordinating volunteers and casual staff.
9. Coordinating event suppliers, and ensuring correct licensing and insurance are received and risk assessments are completed.
10. Issuing invoices in a timely manner and creating comprehensive financial reports.
11. Coordinating events on the day, including problem-solving, directing event set-up and breakdown, communicating with staff, and organising vendors and suppliers.
12. Communicating with line Manager on event planning progress.
13. Planning multiple events and projects at once and ensuring deadlines are met.
14. Supporting the wider commercial team in retail, admissions and reception when required.

15. Be a key holder and be involved with opening and or closing the site.

16. 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
- Industry related degree or experience

Experience

- Experience of organising events or community activities
- Experience of managing different projects and meeting deadlines
- Experience in handling logistics and working with suppliers.
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Skills, Abilities and Knowledge

- The ability to develop positive working relationships with individuals at all levels
- The ability to communicate effectively orally and in writing
- Effective organisation skills and ability to work on own initiative and as part of a team
- Excellent administrative skills
- The ability to plan, organise, and execute events smoothly.
- Skills in promoting events and driving sales or bookings.
- Managing and tracking event budgets to ensure costs are controlled.
- Ensuring events follow safety regulations and risk management practices.

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