

Job Description

Section 1 – Description

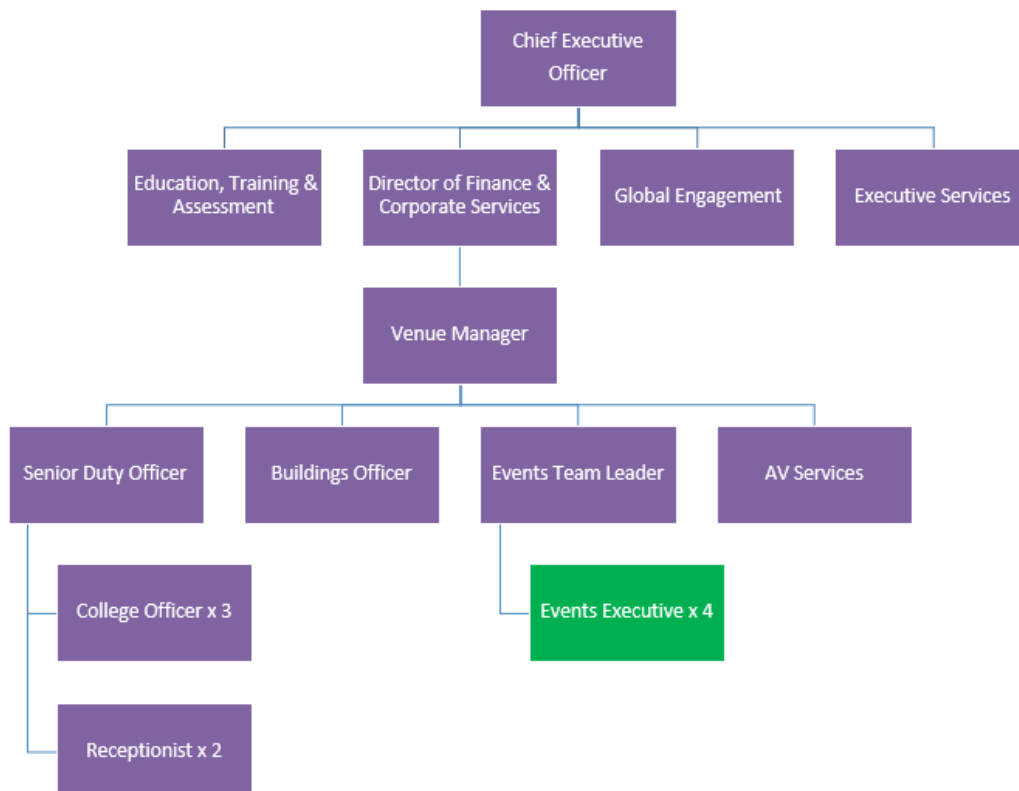
Job Title: Events Executive
Location: Royal College of Physicians of Edinburgh (RCPE), 11 Queen Street, Edinburgh
Reports to: Events Team Leader
Date: October 2024

Section 2 – Job Purpose

To provide administrative support to both RCPE (internal) and commercial clients (external) using College facilities and co-ordinate efforts of College staff to ensure smooth and efficient operation of events. To ensure pre-event support is delivered professionally and expediently to the event organisers and clients as you co-ordinate their events. To provide a high quality event service, from the initial enquiry, to securing the booking and post event feedback developing meaningful relationships with our clients.

This role will provide and promote first class event and support services by co-ordinating the efforts of College staff and suppliers to ensure smooth and efficient events service.

Section 3 – Organisation Chart



Section 4 – Dimensions

Figures for the Events team as a whole:

- Five year plan to build turnover from commercial event activity to £1m per annum.
- Number of external events per annum – 1,000+
- To quote, confirm and contract up to 300 external client events per annum.
- To quote for approximately 2,500 enquiries per annum.
- To deal with approximately 2,500 calls per annum.
- Attend 2-4 , venue or industry generated, promotional and networking events monthly.

Section 5 - Main Responsibilities and Role

- Working under the supervision of the Events Team Leader and Venue Manager provide event co-ordination services to both commercial and internal clients across a range of conferencing and celebratory events.
- First contact for potential internal and external clients wishing to use College facilities providing event information both verbally and in writing.
- Provide an efficient response to enquiries which will build a strong client relationship leading to repeat business where possible.
- Prepare and issue quotations to potential celebratory event clients ensuring that information is accurate to attract bookings and by doing so increase revenue.
- Negotiate commercial room hire rates within set perimeter agreed with the Events Team Leader and Venue Manager.
- Develop and nurture relationships with key clients.
- To follow up on client quotations issued either by email or telephone to confirm interest in facilities or ascertain if further information is required. This will include encouraging clients to make a 'site visit' to the College in order to view the unique facilities available with the aim of securing confirmed bookings.
- To input details of provisional or confirmed College bookings into the College diary system (event database) to ensure that correct facilities and catering is booked for both internal and external events.
- Ensure that clients have completed and signed an event booking form (contract), sent event insurance details and confirming final requirements of the planned event.
- Make regular contact with the internal and external clients and College staff to ensure that the event database is up to date and accurate to ensure events run smoothly and efficiently.
- Meet with external clients to conduct viewings of the rentable space and to go over final details before an event to ensure that all necessary information is to hand to brief the College Officers, AV Technician and other relevant staff. This ensures that support staff and external suppliers are well informed to deliver the event.
- Enter, retrieve, reconcile and verify information using College software involved in the sales and contracting process.
- Develop a good knowledge of customers, key promotional events and local and national event networks.
- Attend relevant industry promotional events, trade exhibitions and networking groups promoting the college as venue of choice.
- Support an annual programme of venue generated promotional events, onsite and offsite, through exhibiting and prompting the venue.
- Carry out regular business reviews with the Events Team Leader to identify and action quick wins quarterly.
- Ensure that events are planned and organised within health and safety guidelines. The post holder cannot make a decision that would breach hygiene regulations or fire regulations (e.g. relating to room capacities or alternative caterers not on the Panel).

- Raise invoices on sage from booking form information. This will confirm the booking and issue a receipt for payment; this enables the post holder to keep a record of the binding contract with the client.
- Participate in marketing events both at the College and externally. This will include directing clients, assisting with any queries with regard to College facilities and presenting a professional image.
- Ensure that caterer facility fees are charged appropriately issuing invoices on a quarterly basis.
- To ensure that all clients' accounts are paid on a timely basis and any outstanding accounts are followed up accordingly in conjunction with the Finance Department.
- Conduct post event evaluation including gathering feedback from clients and vendors. Record and report any issues and learning from the event to continuously improve our service.
- Keeps up to date with event management best practice and advises how it can be applied to the business area.
- Conducts market research and contribute to benchmarking exercises against industry peers
- Negotiate hotel rates for commercial clients to further enhance our event offering.
- Any ad hoc tasks related to the role described above and required in support of other teams within the College as directed by the Venue Manager or Events Team Leader.

Section 6 – Planning and Organising

- Work-streams are both self-generating and planned by the Venue Manager and Events Team Leader.
- Work comes in via email, website, post, telephone, and unplanned walk-ins on a daily basis from internal and external clients and the post holder will be required to respond and plan accordingly.
- The post holder is also expected to manage and prioritise their own daily and weekly workload and meet deadlines within the broad guidelines set by the Venue Manager and Events Team Leader.

Section 7 – Decision Making

The post holder will be required to take some operational decisions without recourse to their line manager.

These will include:

- Decisions on pricing of events will be made in accordance with the pricing framework agreed by the Venue Manager and the College Marketing Team. However, the post holder will have some discretion in amending prices within agreed limits.
- Judgements on whether logistics of an event are deliverable within health and safety guidelines.

Section 8 – Internal and External Relationships

Internal

Events Team Leader, Venue Manager, Director of Finance and Corporate Services

Senior Management Team (SMT)

College Officers

Audio Visual Services

Buildings Officer

Reception

Members and Fellows

RCPE Staff

Office Bearers (President, Council and other groups)

External

Clients (booking events and negotiating cost for short notice events)
Other Suppliers (requesting information on Clients)
Other events organisers
Caterers (exchange information and negotiate pricing)
Agencies (enquiries and negotiate package pricing to confirm business)
Competitors/Peers

Section 9 – Person Specification - Knowledge, Experience, Skills and Style Required**Essential**

- Microsoft Office packages such as Outlook, Word and Excel.
- Good communication skills – both written, oral and interpersonal skills.
- Excellent numeracy and spelling.
- Experience of demonstrating to and dealing with the public in a hospitality setting.
- Possess good organisational and time management skills.
- High standard of personal presentation.
- Good understanding of menu and beverage selection.
- Adaptable and flexible approach to working.
- Ability to multi-task.

Desirable

- A qualification in event management or a hospitality related subject.
- Previous experience in planning and delivering events from a venue or hotel setting.
- Competent computer skills in particular in venue/event management systems such as Opera or rendezvous.

Section 10 – Job Context and Special Features

The post holder must have excellent knowledge of event team activities as a whole to deputise in the case of an absence. The team is client focused – clients are the first priority and are dealt with before other core activities, for example, answering the telephone will take priority over processing a booking form.

The post holder is also expected to manage and prioritise their own daily and weekly workload and meet deadlines within the broad guidelines set by the Events Team Leader and Venue Manager. Occasional support will be provided to the Membership Services team.

This job description will be updated and amended from time to time in accordance with the requirements of the job and the changing needs of the College.