Murray Edwards College
University of Cambridge

Head of Business Development

Department:	Events
Line manager:	Director of Operations
Line manages:	Commercial Programmes Lead, Events Coordinator x2, Audio Visual & Production Technician, Marketing & Events Administrator
Salary band:	3
Hours:	Full-time – 37.5 hours per week
Financial responsibility:	Income target of approximately £1.9m
DBS check required:	No

Overview of the role

To develop the commercial revenue and generate income for the College's day conference, out of term residential and Summer School business, delivering it profitably, professionally and effectively at all times

Main duties and responsibilities

- Develop and implement a highly profitable and competitive commercial conference and events strategy in support of the College's aims
- Cultivate and deliver external Summer School bookings from a diverse client portfolio which maximises the use of College facilities and generates returnable profit back into the College
- Drive new business through sound competitor analysis, effective marketing and relationship management, while maximising retention of existing clients
- Manage the Events team (Events Coordinators, Marketing Coordinator, Summer School Coordinator and the AV & Production Technician) and Events Office in a positive, dynamic way, assisting Clients, Fellows, Students and Staff with Enquiries, ensuring a professional approach at all times and manage the operational delivery of the team

Sales and Business Development

- Develop and explore new and effective marketing strategies and opportunities to increase all aspects of commercial revenue.
- Generate, negotiate and develop sales bookings, ensuring they fit in with College term times while maximising the occupancy of the function rooms and catering facilities.
- Ensure excellent end to end processes through the CRM and otherwise for ongoing marketing, sales and event activity and analysis
- Ensure enquiries are actively pursued
- Carry out or delegate and co-ordinate site visits for prospective clients
- Negotiate and agree contracts for clients and Events Office suppliers e.g., Summer Schools, commercial clients, University departments, educational institutions, A.V. suppliers etc.
- Lead the team to respond to all forms of enquiries in an effective and timely manner and develop new ways for prospective and existing clients to engage with the events team in a swift and responsive way.
- Develop and manage effective FAM trips, showcasing the range of unique facilities the College is able to offer.

- Develop strategies with nominated external partners and business consultants for the commercial or service benefit to the College and commercial operation
- Manage and maintain excellent relationships with both internal and external customers in a way that supports retaining and developing profitable business
- Continually build and validate a database of consumers and corporate customers, setting appropriate data capture targets
- Attend networking events, raising the profile of both oneself and the College within the local community

Management and Communication

- Manage the Events Office team, motivating and developing them to deliver all aspects of their roles whilst, at all times, demonstrating and facilitating excellent customer service.
- Enable the staff to prioritise workload and deliver to deadlines by providing reliable management and structure to the environment
- Address performance and conduct issues where necessary.
- Maintain excellent two way communication with external and internal stakeholders at all times ensuring a high standard of delivery
- Maintain effective communication and customer service at all times
- Relationship with KX team and service providers ensuring clear and open communication and problem solving
- Consistently demonstrate the College qualities of Respect, Courtesy, Courage, Collaboration and Good Humour
- Have collaborative management of shared resources with the College Events Manager

Other

- Comply with and promote adherence to all College policies, procedures, and relevant legislation, ensuring best practice and College standards are maintained at all times.
- Ensure correct reporting and accounting for bookings via the Accounts department.
- Undertake any other duties that may reasonably be required, commensurate with the level and responsibilities of the post.
- Ensure that all internal College communications are effectively shared with your team in a timely manner.

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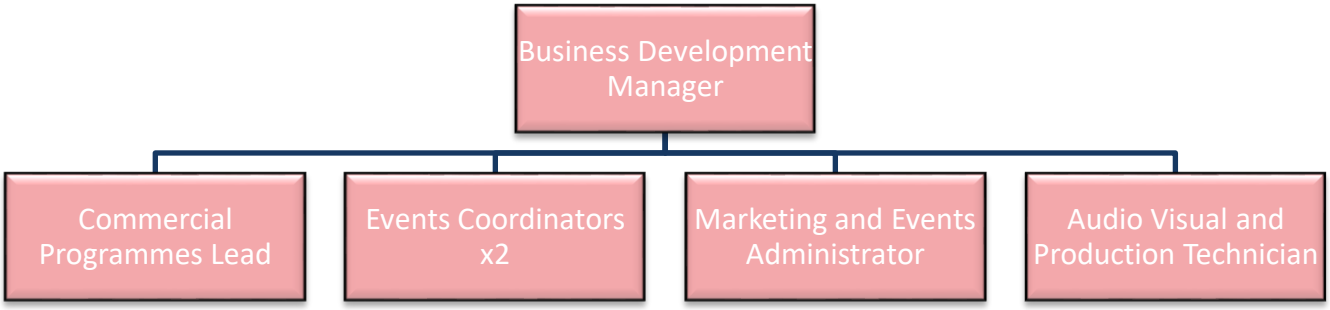
Department structure



Person specification

	Essential	Desirable
Qualifications:		
Skills, knowledge and experience:	*Demonstrable sales and events experience in the hospitality industry* *Experience of creating, implementing and delivering a sales and events plan, to achieve pre-booked sales targets.* *Proven track record of sales generation and team leadership.* *Excellent communication skills* *Excellent attention to detail* *Ability to work as part of a team but also effective when working alone* *Good organisational skills* *Solid management skills, enabling the motivational and strategic management of a small but busy team with varied skills*	*Knowledge of Cambridge, the Cambridge events market and Cambridge University*
IT skills:	*Microsoft Office*	*Kx*
Personal attributes:	*Be a positive, passionate and collaborative member of the team.* *Friendly and approachable* *Courteous and respectful of others* *Calm under pressure*	

	Flexible and willing to work extra hours/weekends as the role may require *Strong work ethic, prepared to go the extra mile* *Customer orientated*