

Role profile

Role title	Senior Venue Weddings and Events Planner
Department and directorate	Venues - Finance & Corporate Services
Job family level	7
Reports to (job title and name)	Venue Sales Manager – Sasha Dearden
Direct reports (job title and name)	None

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z)

Sales

To make a high level contribution to the achievement of a monthly and annual sales target and KPIs through Social and Private Events. To include; weddings, dinners, drinks receptions, awards ceremonies, summer & Christmas parties:

- receiving and responding to incoming enquiries for social and private events within one day and in accordance with the agreed standards
- Convert bookings and improve conversion rates through effective communication, follow up (1-3 days maximum) and bespoke show rounds with clients
- Key social account management – working alongside suppliers and 3rd party suppliers alongside the Marketing manager
- To keep up to date with market trends; identifying potential areas of business growth, contributing to the development of sales initiatives to increase business etc
- To help develop the strategy for the social market under direction of the Venue Sales Manager and with the support of Venue Marketing Manager to implement a strategy to engage with this market & grow business in the social events industry
- Work alongside the customer service excellence manager to deliver a top quality service to customers
- Work alongside the sales team to effectively delegate and manage time effectively to ensure workload is fair and supported by the wider team
- Work on sales plan to achieve financial targets and KPI's for social events alongside guidance from Venue Sales Manager to support the Venue Sales Manager & Venue Manager to input into the annual budget
- Create SLA of weddings at BMA House and provide training to relevant teams
- Take initiative and lead on collateral, menu's and being an ambassador for social events at BMA House
- Support overall SLA for social events



Summary – purpose of the role

- To identify risk dates in the diary where lower rates could be offered to generate sales and to highlight peak dates where rack rates should be sought
- Production of monthly reports and statistics relating to sales activity, KPI's and revenue for social events
- Post Event – to follow up and gain feedback to continue to improve products and services for social events at BMA House.
- Social media – To take ownership of social media outlets for weddings and social events. Creating an effective plan for social media in advance.
- Communication of marketing initiatives and promotions to future clients alongside the Marketing manager
- Attendance at trade shows and networking events to generate new business and raise the profile of BMA House as a wedding and social events venue.
- At all times to manage the availability of rooms for internal events against generating revenue from external venue hire

Planning

- Attend all wedding and dinner menu tasting alongside customer service manager with focus on service, upselling and building rapport with wedding couples/social event clients .
 - Plan confirmed wedding and social events, maximising sales revenue at all times through effective up selling of catering (alongside customer service manager) and ancillary services
 - Liaise with clients on the day of their event to ensure smooth running and communicating effectively alongside other services including catering, customer service manager etc.
 - Prepare all invoices relating to an external event and ensure debt collection through liaison with client and finance department
 - Liaison with BMA service departments and external suppliers to ensure correct preparation and smooth running of external and internal events on a daily basis
 - To collate and distribute feedback from events to relevant BMA House service departments, working with the Venues Manager and Venue Sales Manager to suggest service improvements where appropriate
 - On occasion to work with internal departments to ensure their event needs are met and events are executed seamlessly via communication with the internal BMA House service departments, particularly for larger and VIP events
 - Use the Venue Management System to accurately record client data and requirements
 - Upkeep of a client and agents database via the VMS
 - Representation of the department at departmental planning meetings, and as required at other BMA meetings
 - To act as a point of contact to the Venue Sales team; particularly in the absence of the Venue Sales and Venue Marketing Manager, assisting with queries and providing guidance on bookings, invoicing and any other matter relating to event logistics.
 - To gain and maintain a comprehensive knowledge of competitor venues (through mystery visits and networking on a yearly basis) to ensure our product remains competitive – taking time to share this knowledge with the team
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Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

SKILL LEVEL

- Excellent communication skills at all levels especially with regards to liaising with our external and internal clients; ensuring use of appropriate language and grammar in respect of verbal and written communications.
- Ability to work as part of a team, also guiding the Event Planners on daily operational issues, all sales and NFS processes.
- Ability to lead meetings where all service departments come together to discuss operations
- Computer literacy (word processing, spreadsheets, database).
- Excellent administrator and excellent time management skills in order to deal with the demands of tight deadlines and prioritise competing demands.
- Ability to work unsupervised and use initiative. Problem solving skills are needed daily as well as the ability to think on your feet, negotiate successfully and make decisions under pressure.
- Excellent customer service skills required together with a high degree of flexibility. Ability to deal diplomatically, quickly and effectively with demands of clients.
- An eye for detail in understanding and interpreting feedback, ensuring this is cascaded to the relevant people to action, and monitoring the success of improvements made as a result of feedback
- Lead by example and setting the tone and standard for expectation of weddings and social events at BMA House
- A hospitality background is essential
- A personal license and knowledge of liquor laws is desirable.

BREADTH OF APPLICATION

- The role involves co-ordinating and working alongside staff from the following departments on a daily basis: Reception, Porters, Catering, AV, Security, Estates.

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Each event is unique and can have an individual set of issues to resolve. If issues arise during the event then quick thinking is required to resolve these to the client's satisfaction.
- To trouble shoot and handle customer queries in regards to operations as they occur daily, suggesting resolutions where possible and escalating to line manager or service departments where necessary
- The interests of the BMA must always be considered to ensure we do not over commit other departments. For example, if a client decided to switch layout from a standing buffet to a seated dinner at short notice then fast, calm co-ordination of the catering and porters teams would be required. The practical demands placed on these departments would also need to be assessed to ensure the request could be met within any time and logistical constraints and that other commitments would not be compromised.

Intellectual demands (complexity and challenge)

- Any issues may lead to complaint handling which involves a high level of customer service skill when dealing with angry or even intoxicated clients/guests.
- Complex events often require thought outside of normal procedures to accommodate large or unusual requests without comprising any health and safety or licensing regulations. The role holder will be responsible for generating positive lasting relations with clients through good communication and interpersonal skills
- To lead by example in the realms of maximising sales and responding to problems/complaints – to be first port of call for teams feedback queries to begin the investigation process before presenting back to your line manager

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- The role operates within guidelines set by the Venue Sales Manager and Service Level Agreements/Departmental plans
- The role operates with a large degree of autonomy for daily operations. Decisions on how best to run an event will often be taken without consultation (within the parameters of the service level agreement) but there is also a need to seek advice from managers to find the best solution.
- Using past experiences to provide advice to the sales planners will be necessary on a daily basis
- Ability to work unsupervised at all times and be responsible for actions taken
- Problem solving skills and the ability to think on your feet, e.g. not enough catering provided therefore need to liaise with hospitality team and manage the situation quickly to ensure customer satisfaction
- The role holder will need to exercise judgement in offering price negotiations based on availability (within pre-set parameters) and special rates/block booking discounts to prospective clients in order to win business; referring to line manager for more complex requests
- Manage the yield to ensure either the most valuable booking or the booking most likely to go ahead is given first refusal. To learn about forecasting bookings and lead forward with our rate strategy for the future.
- Communication and negotiation with internal departments to ensure client has the best experience, e.g. stop disruptive maintenance work.

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Advice and direction are given to the Venue Sales team on a daily basis to assist with problems and to find the best solution to issues they may have, e.g.: events logistical enquiries or NFS functionality queries.
- Clear communication is needed when co-ordinating a variety of departments to ensure the smooth running of events.
- Use of resource e.g.: AV Equipment, venue security system and ventilation via the building management system (BMS)

Use of resources (supervision of resources and influence)

- NFS is a resource which needs to be efficiently managed to ensure it works as required, to be able to update the system when needed with package changes and field amends plus lead by example when using the system.
- Ability to effectively use Visitor Net system at Reception, e.g. to produce client name badges; also in use at the lodge to manage security systems out of core hours including automatic door locks, lighting and access to building management system for ventilation.
- Client's data is available on NFS and is confidential and so there is a responsibility to ensure this is treated appropriately at all times, as specified by the Data Protection Act.
- This is a niche role with a commercial focus. It fits within the organisation by allowing internal staff to book events and allowing external clients to hire rooms and equipment/catering which generates income for the organisation.

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

To represent the BMA in a professional capacity at all internal and external opportunities

- Regular communications with line manager to seek advice on and progress daily work, sales achievements and objectives (project work)
- Excellent communication skills required to deal with all internal departments on a daily basis and Exec Team on an ad hoc basis
- To move forward our communication meetings with all the service departments which impact events, working with your line manager to ensure all teams meet weekly and daily if needed to ensure our service is of high standard.
- Will need to demonstrate a high level of persuasion with internal booking requests to balance the availability of rooms for external hire (on a daily basis)
- Will need to work closely with service departments on a daily basis to ensure successful delivery of an event (e.g.: Catering, AV, Porters and Reception)
- Minimum of weekly liaison with finance department to ensure clients' invoices are paid in a timely manner, use the debtors list and ensure events for arrival in the next month are paid, encourage the team to ensure they have chased clients.
- Occasional liaison with Exec Team to discuss appropriateness of external events to be held at BMA House (via vetting procedure) and any parameters they wish to impose
- Daily communications with external clients and suppliers, handling complaints as they arise and suggesting solutions to resolve where possible
- Liaison with suppliers to negotiate products and services to be recommended to clients and build and maintain good relationships
- Guests who are attending events
- Approximately 95% of time is spent on external communications and 5% on internal

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

Physical demands & coordination (physical effort and mental strain)

- This is primarily a desk based role with regular use of both telephone and computer but does require significant movement around the building meeting and greeting clients and showing them around our venue.
- Limited requirement to engage in lifting/carrying/other exertion except when dealing with last minute requests for clients when other resource may not be available.
- Responsible for fire marshal duties and facilitating first aid needs

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- The job is conducted in a normal office environment and is not exposed to hazardous conditions.
- Anti-social behaviour may be encountered at evening events with alcohol.
- Abusive language may be encountered by upset clients occasionally.
- Role will involve early starts, late finishes and weekend work with the support of the customer service excellence manager and wider sales team e.g: 7am, late finishes e.g.: midnight and weekend work (daytime or evening)
- The role contains minimal personal risk.

Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values. These are currently being translated into behavioural indicators that will form part of our new performance management process.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession