

Role profile

Role title	Venue Sales and Events Planner
Department and directorate	BMA Venues
Job family level	8
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 (e.g., to provide a full range of administrative support services to the department including x,y,z)

- To sell events at BMA House to external clients to achieve a budgeted monthly and annual sales target.
- Key account management – responsible for maintaining and increasing revenue from allocated client accounts which may require some weekend work.
- Receive and respond to incoming enquiries for external clients wishing to hold an event at BMA House
- Convert bookings through effective communication and show rounds with clients
- Manage the availability of rooms for internal events against generating revenue from external venue hire
- To liaise with clients to plan confirmed events (including menu tastings where appropriate), maximising sales revenue at all times through effective up selling of catering and ancillary services
- Liaise with clients on the day of their event to ensure smooth running and excellent service, in turn hopefully facilitating repeat bookings
- Liaison with service departments to ensure correct preparation and smooth running of external and internal events on a daily basis
- Use the Venue Management System to accurately record client data and requirements
- Upkeep of a client and agents database via the VMS
- Prepare all invoices relating to an external event and ensure debt collection through liaison with client and finance department
- Production of monthly reports and statistics relating to sales activity and revenue
- Communication of marketing initiatives and promotions to potential, current and lapsed clients
- Attendance at trade shows and networking events to generate new business
- Representation of the department at departmental planning meetings, and as required at other BMA meetings



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, e.g. 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, e.g. resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Previous experience of events industry required
- Knowledge of unique venues market and contract catering would be an advantage
- Previous sales experience essential
- Hospitality qualification to minimum NVQ standard desirable
- Excellent interpersonal skills (both face to face and over the phone) required to deal with clients tactfully, ensure clear communication of product offer and clear communications to service departments
- Dynamic communicator with a passion for building relationships
- Working knowledge of word, excel, internet explorer and email required
- Knowledge of a computerised venue management system would be an advantage
- Ability to multi-task and reprioritise as necessary e.g. for last minute bookings, unplanned showrounds, etc
- Work under pressure
- Problem solve and think on your feet e.g. last minute client request
- Team work in order to achieve budget and customer satisfaction levels

Much of the above is applied autonomously but success relies on timely communication with team colleagues and all service providers

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 (e.g. 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 (e.g. adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- A service level agreement is in place to guide on all aspects of this role. A high level of initiative is required to appropriately execute the agreement at all times
- Responsible for own time management to be in control of tight deadlines and prioritise competing demands; e.g.: last minute changes to events, unplanned showrounds, etc
- The role holder is required to think on their feet and suggest solutions to resolve client concerns and changes on the day, e.g.: catering changes, change in numbers etc
- Required to influence the event based on clients' budget, expectations and venue availability
- The role holder must prioritise the needs of the business by balancing the availability of rooms for internal events against generating revenue for the BMA from external venue hire
- Managing the clients' expectations with regards to the likelihood of their event being able to be accommodated at BMA House, based on their suitability to hold the event through vetting procedure and being advised by the Exec Team and tactfully communicating with the client if they cannot be accommodated
- Decisions made in conjunction with the whole team and on an individual basis as required, e.g.: solution to customer complaint, creation of an appropriate package to suit the client and venue

Intellectual demands (complexity and challenge)

- The role holder will be responsible for generating positive lasting relations with external clients, to neglect this will be detrimental to the reputation of the business
- Team creativity is required to ensure a continued new and exciting offer is available, e.g.: Christmas packages, and promoted to clients. Achieved through understanding the market expectations and benchmarking against competitors
- The role holder will be instrumental in assisting the department in achieving its revenue goals and budgeted profit

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 (e.g. expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (e.g. 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 (e.g. what impact does the decision-making have on the performance of the team/section/department/organisation)?

- The role operates within the guidelines set by the Venue Sales Manager and documented in Service Level Agreements
- Has freedom to act and use initiative on most day to day issues covered by the role
- Ability to work unsupervised at all times and be responsible for actions taken
- Must work as part of a team to collectively agree processes and solutions, e.g.: price point and inclusions in a daily delegate rate based on market feedback
- 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 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
- 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, e.g. staff reporting, staff development, appraisal, leading a department or the allocation of work.

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

- Liaison with internal service providers, e.g. catering to ensure that all client's needs are met
- Overseeing the use of any external equipment brought on-site, e.g. lighting, to ensure safety, e.g. PAT Testing and compliance with BMA' guidelines
- Basic working knowledge of AV Equipment, e.g. PA System, also, venue security system and ventilation
- Use of the NFS Venue Management System to accurately record client data and requirements
- 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.
- In terms of customer welfare and in order to secure client satisfaction, ensure a full briefing has taken place with the client prior to the event on fire routes, emergency communications, smoking policy
- Have access to confidential information relating to clients and their accounts; must ensure compliance with the Data Protection Act
- This is a niche area of the business with a commercial focus on generating revenue for the BMA

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, e.g. 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, e.g. 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, e.g. conveying information, gathering data?

Internal

- Excellent communication skills required to deal with all internal departments and senior management group on a daily basis
- Close communications with events team colleagues, team problem solving, weekly as a minimum and ad hoc as required
- Will need to work closely with service departments to ensure successful delivery of an event (e.g.: Catering, AV, Porters, Estates, Security, Reception), planned weekly meetings and daily as required to react to last minute changes
- Daily work with internal bookers to provide guidance and advice on their events at BMA House
- Liaison with finance department to ensure clients' invoices are paid in a timely manner, ad hoc as required
- 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

Communication (level, internal and external demands and significance)

External

- Excellent customer service skills required to deal with all external clients and suppliers, by telephone and face to face
- Handling complaints as they arise; suggesting solutions to resolve where possible and escalating to management when needed - occasional
- To represent the BMA in a professional manner all opportunities
- Daily liaison with external clients, including tenants and booking agents, to sell and promote our facilities to
- Ad hoc communications with BMA members who wish to enquire about the hire of facilities for private functions
- Ad hoc communications with suppliers to negotiate products and services to be recommended to clients and build and maintain good relationships
- Must expect to communicate daily with guests who are attending the events

90% of the time spent is with external clients

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?

- This is a combination of a desk based role with time spent on the ‘floor’ running events and meeting clients for site visits.
- Occasional heavy lifting is required for last minute requests for events
- 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.
- Home working on occasions is possible but primary base is in BMA House London
- 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 e.g.: 7am, late finishes e.g.: midnight and weekend work – daytime or evening

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