



Job Description

Section 1 – Description

Job Title: Business Development Co-ordinator

Location: Royal College of Physicians Of Edinburgh (RCPE), 11 Queen Street, Edinburgh

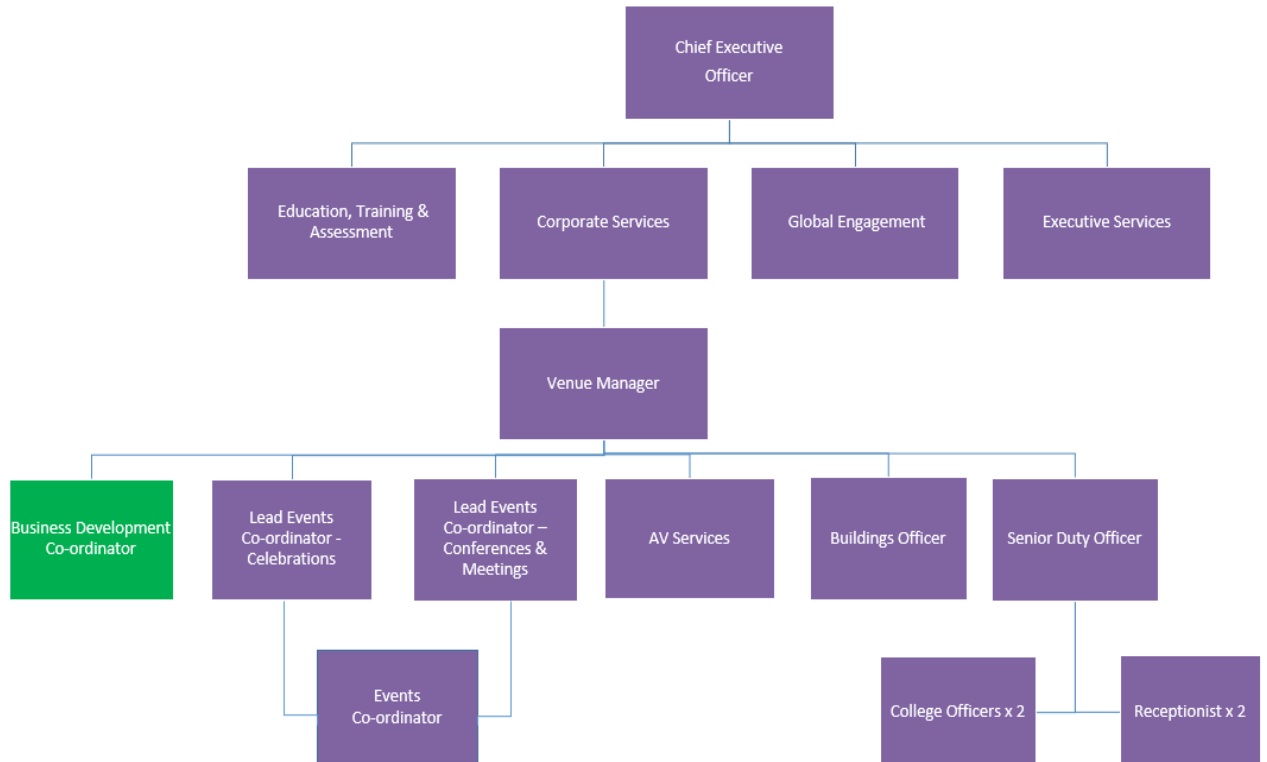
Reports to: Venue Manager

Date: August 2023

Section 2 – Job Purpose

To promote and sell the commercial events activities of the College through direct meetings with potential clients, promotional and networking activities and events and by forming partnerships with appropriate partners. To provide administrative support to both internal and external clients using College facilities and coordinate efforts of College staff to ensure smooth and efficient running of events.

Section 3: Organisation Chart



Section 4 – Dimensions

Figures for the Event team as a whole:

- Five year plan from 2021 to recover and build turnover from commercial event activity to £1m per annum.
- Work across a number of event sectors from Educational institutions, associations, medical, corporate and weddings.
- Number of external events per annum – 1,000+.
- Support internal event co-ordination and event delivery.
- Advertising, promotion and sales budget – to be confirmed.
- Promotional events – 5 to 6 per year.

Section 5 - Main Responsibilities and Role

- Proactively source new events clients through directories and other contracts (other venues, etc.) as well as approach existing customers to explore opportunities to promote the commercial events business and build the client base.
- Form and develop alliances with appropriate partners such as catering companies, key promotional bodies such as, but not limited to, Unique Venues of Edinburgh, Visit Scotland, other events providers and events forums, with a view to developing new business streams.
- Identify opportunities to host promotional events which seek to bring new and existing clients to the College. Events may include corporate client evenings, wedding fairs, familiarisation events, National Awards Ceremonies, industry events, etc.
- Develop an annual programme of events for approval by the Venue Manager. Lead the organisation and delivery of these events with support from the Venue Manager and other Events Co-ordinators.
- Develop a good knowledge of customers, key promotional events and local and national event networks.
- Attend relevant promotional events, trade exhibitions and networking meetings.
- Bring forward recommendations and ideas for generating new sales (e.g. securing business through catering partnerships) for approval by the Venue Manager. Work with Venue Manager and Marketing & Communications Manager to implement new sales packages and ideas.
- Bring forward ideas for new promotional materials and activities for approval by the Venue Manager and liaise with the College's External Relations & Policy team to ensure materials are designed in accordance with needs, branding guidelines, etc.
- Liaise with the Venue Manager to ensure current sales and promotional materials and activities are appropriate to business development needs.
- Liaise closely with the External Relations & Policy team to explore opportunities to share data, experience and expertise and to consider how best to utilise relevant social media to support the promotion of commercial events activities.
- Monitor social media channels and develop content opportunities in collaboration with the Digital Marketing & Communications Officer.
- Possess awareness of the budget available for activities and ensure that recommendations are made accordingly. The budget for sales and promotional activities is managed by the Venue Manager.
- Manage a monthly 'business development' diary of client/partner appointments, venue show rounds, promotional enquiries and research.
- Sales activity should be planned and reported to the Venue Manager on a monthly basis.
- Develop a file or database record of key clients, promotional and networking events, trade bodies, etc. which can be shared and accessed by relevant events staff.
- Provide occasional Event Co-ordination support during times of high demand or holiday cover.

Section 6 – Planning and Organising

Work streams will be mainly directed by the Venue Manager, however there will be some responsibilities where activity will be self-generating e.g. planning and organisation of promotional events.

The post holder will be expected to plan, organise and prioritise their own daily and weekly workload with limited direction but will be required to meet objectives, deadlines and targets as agreed with the Venue Manager.

Section 7 – Decision Making

The post holder will take some decisions without recourse to the Venue Manager. These decisions will be primarily in respect of:

- Suitable opportunities for developing new areas of business, partnerships and promotional activities.
- The scheduling of promotional and networking events.
- The operational delivery of promotional events held at the College.
- The most effective approach to managing relationships with clients, partners and other bodies.
- Ideas for selecting appropriate material and media through which to promote the College.

Section 8 – Internal and External Relationships

Internal

Marketing & Communications Manager and support staff including social media

Event Co-ordinators

College Officers (organising events, logistics)

Internal Customers (booking college events and organising logistics)

Housekeepers (internal catering)

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)

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

Essential

- Good level of general education.
- Experience of developing business at an operational level in an appropriate industry sector.
- Previous experience in hospitality and events or in customer service or sales role.
- Experience of networking as a means to promote a business.
- Experience of planning and reporting on business activity.
- Influencing and negotiating skills.
- Experience of presenting information to clients and others.
- Experience of using or contributing social media for business development.
- Demonstrating to and dealing with the public.
- Competent IT skills including use of Microsoft Office packages such as Word and Excel.
- Good communication skills – both written, oral and interpersonal skills.
- Good organisational and time management skills.
- High standard of personal presentation.
- Adaptable and flexible approach to working.
- Ability to multi-task.

Desirable

- Experience of organising promotional events.
- Evidence of receiving effective hospitality training.
- Experience of database management.

Section 10 – Job Context and Special Features

The Business Development role is central to the College's aim of a proactive selling approach to its events facilities to external clients. The College is seeking to capture a greater level of information and knowledge on the events environment it operates in and, in light of that, to make recommendations for and deliver promotional and sales activities. Ideas for such activity should be worked up and then presented to the Venue Manager who will steer work streams in accordance with strategic objectives for the department.

It is expected that the Business Development role will occupy 100% of their time although there may be occasions or periods where the balance of activity changes, for example during times when event bookings increase or the number of events being delivered require Events Co-ordinator support.

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.