

JOB DESCRIPTION

Department: Commercial Revenue (from room and facilities rentals) & Event Operations

Position: **Head of Commercial Revenue and Events Operations**

Hours: 09.00 – 17.30

Additional hours may be required in the needs of the service, including weekends

The below job specification is a guideline list of responsibilities only and provides further information on the role

Location: Dublin City Centre – travelling / client visits may be required, within office hours

Duration: Permanent, full-time

Job Overview:

As **Head of Commercial Revenue and Event Operations** for Griffith College (Dublin, Cork and Limerick) you will be responsible for managing and generating revenue via external room and facilities rental for the College.

The above objectives will be achieved through strong business development, maximising sales and achieving targets in the area of room rentals, facilities, conferences and events while managing a portfolio of key accounts. It would be expected that this be done while managing the operational requirements of both internal and external key events.

You will oversee the pricing strategies for the department, forecasting, revenue budgets, marketing and sales plans with a distinct focus on the digital sales strategy. Line managing the **Operations and Administration Manager** you will successfully manage the key internal events while sourcing external clients who may be able to utilise Griffith Colleges rooms/ facilities when they are not being used internally.

Key Duties & Objectives:

- Overall management of the Griffith Conference Centre and room rentals in all locations.
- Deliver on aggressive sales targets coupled with event management and operations management.
- Proven experience utilising an entrepreneurial skillset to grow revenue and sales.
- Strong experience leading sales, marketing and analytical teams in rapidly growing business pipelines.
- Manage the event management side of the operation with a small team, who will oversee all internal events and external client events on-campus.
- Input to Conference Centre pricing strategy, forecasting, annual revenue budgets, invoicing and sales plan.
- Developing and maintaining a digital strategy including; adwords, S.E.O., Hubspot knowledge, remarketing and social media activities and maintaining a marketing strategy.
- Report monthly on account performance and general activity.
- Invoicing of all events and rental clients.
- Identifying and contracting key strategic accounts.
- To ensure the accurate processing, distribution, recording/filing and follow up of all sales correspondence, including the execution of contracts, invoices, quotations, confirmations, cancellations, following up outstanding accounts etc.
- Perform day to day sales & marketing activity for conference & event segments including lead generation, sales calls, contracting & rate negotiation, client visits, attendance at trade shows, client entertainment and possible overseas sales trips.
- Sharing best practice on event planning in the organisation and being a key part of the proposed new Event Committee within the College.
- Along with any other reasonable duty as set out by your line manager or a member of the College's Management Board.

Detailed overview of Head of Commercial Revenue/ Operations

The role involves working with an Operations and Administration Manager and a diverse team within the campus to meet client's expectations, and includes the following tasks:

Sales & Marketing

- Develop New sales/clients
- Responding and following up email enquiries
- Develop marketing campaigns to increase sales, e.g. target event organizers, government departments and other organisations such as exam centres, Chamber of Commerce, CPD Seminars and Embassy events
- Management and development of Social media and digital strategy
- Achieving or overachieving on agreed sales targets
- Monitor and keeping up to date with pricing etc. of competitors

Traditional Advertising / Digital Advertising

- Development of Google Adwords, SEO, Website Updates, soft copy brochures etc.
- Developing orchestrating traditional advertisements within the working year
- Developing and maintaining an entire digital sales and marketing strategy
- Creation of ATL and BTL marketing strategy

Budgeting

- Annual management of marketing budgets
- Annual management of sales budgets

Event Administration

- Management and Administration of all bookings (Internally and externally)
- Meet and greet clients, room booking, room set-up per client request
- Liaising with GCD staff to meet external and internal room requirements
- Administration of the Conference Centre at weekends and evenings where necessary
- Management of catering requirements for Clients
- Monitor and ensure customer satisfaction
- Sharing best practice on event planning in the organisation and being a key part of the proposed new Event Committee within the College.

Accounts

- Generate budgets for the conference centre/ external business
- Prepare and present board presentations, as required
- Update weekly sales for the management board
- Invoicing clients and preparing purchase orders
- Keep within agreed budget spend on line items
- Ongoing Sales Management

The ideal person would have the following:

- Strong negotiation and influencing skills Minimum of 5 years' experience in sales, marketing, strategy, event management and operations.
- 3rd level Degree in relevant area required and experience in hospitality is an advantage
- Strong experience in digital marketing / digital sales particularly within B2B lead generation and a Hubspot skillset
- Proven strong business acumen and an established network of commercial contacts and experience working in a Third Level Educational setting desirable
- Responsible for attracting new business enquiries, maintaining and upselling key accounts
- Results driven with proven ability to exponentially grow sales and customer market base.
- Best-in-class, analytical and data-driven background
- Be able to understand P&L's and maintain budgets for the department
- Extremely persistent by nature and unwilling to lose.
- Excellent verbal and written communication skills.