



**Dundee Industrial Heritage Ltd.
Conference & Events Operations Manager
Discovery Point and Verdant Works**

Job Description

Identification

Post Title	:	Conference & Events Operations Manager
Terms	:	Full-time
Annual Salary	:	£30,000
Department	:	C&E Department
Responsible to	:	Commercial Director

Background

Dundee Heritage Trust runs two highly respected and vibrant museums – The Royal Research Ship Discovery/Discovery Point and Verdant Works. Both sites are fully accredited museums and have won numerous awards, both national and international, as well as being 5 star rated attractions with Visit Scotland. Both the polar and jute collections are Recognised Collections of National Significance.

Purpose of Job

The Conference & Events Operations Manager is part of a small team responsible for the delivery of all conference and events business at Discovery Point and Verdant Works.

The post holder reports to the Commercial Director.

The Conference & Events Manager is responsible for generating revenue for Discovery Point and Verdant Works both re-active and pro-active. The day to day involves meeting with clients and coordinating business deals that seek to promote both sites and services.

A flexible and friendly approach to work is required and the ability to work as an integral part of a small team is essential. The Conference & Events Manager must be able to establish objectives and execute necessary action plans required to achieve set revenue goals and KPIs.

Major responsibilities

- Develop a sales action plan with set objectives targeting revenue with the Commercial Director.

- Implement sales strategies necessary for attracting clients to patronise the sites with the Commercial Director.
- Maintain a clear understanding of each sites policies and ensure compliance.
- Carry out research and analysis to identify new markets and business opportunities.
- Seek out business with small/medium organisations.
- Maintain contact with clients to obtain feedback and encourage repeat business.
- Account Management (MICE) This includes, but is not limited to, pro-active management of accounts, addressing any shortfalls appropriately, regular meetings and contact with all accounts, targeting new accounts as required.
- MICE Accounting Responsible for ensuring all revenue is posted onto the conference system correctly according to function sheets and finalised prior to Invoicing. Ensuring all accounts are up to date.
- Emailing all VAT invoices to clients in a timely manner post event.
- Responsible for keeping up to date with sales information and activities.
- Ensure all customer enquiries and bookings are recorded, maintaining account files and records. Undertake enquiries, manage follow ups, prepare contracts, organise supplier documentation, hands on communication with clients' requirements throughout process, invoicing, secure deposits and full payments, posting and charging, system bookings (Gamma), timings, create the function sheet, post event and real meetings and events.
- To develop a good knowledge of the local area and local competitors to enhance services provided to guests as well as maintain a competitive advantage in regard to
- Budget & Sales Strategy. Ensure a full understanding of the Sales budget for the year in order to drive business forward and deliver this strategy to new and existing clients to meet annual revenue targets. Targets will be set based upon the budget for MICE.
- Complete weekly sales reports and send to the Commercial Director every Friday, reporting on all sales activities and outcomes for MICE.
- Any other duties requested via the Commercial Director.
- Visibility at events.

- Regular 121 catch ups with your team and recruiting where necessary.

This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties and it is recognised that jobs change and evolve over time. Consequently, this is not a contractual document and the post holder will be required to carry out other duties to the equivalent level that is necessary to fulfil the purpose of the post.

August 2024