

# THE GUILDHALL TRUST



**TITLE:** Conference & Event Co-ordinator

**DEPARTMENT:** Event Services

**RESPONSIBLE TO:** Head of Commercial Sales & Venue Director

**HOURS:** 20hr per week

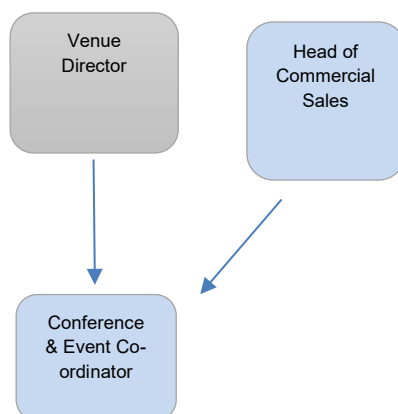
**PAY:** £12.50 per/hr

## Purpose of Job

The Conference & Events Coordinator is responsible for converting business to achieve the annual budget for the venue and the successful execution of events via the planning & handover period. They are responsible for ensuring that all enquiries are responded to with speed, accuracy & with a focus to build a relationship with the customer, ultimately to result in repeat business and a regular client base.

In many cases the Conference & Events Coordinator will create a first impression of Portsmouth Cultural Trust and the White Rock Theatre for potential business partners, and it is therefore essential that the individual have a confident, friendly and helpful manner.

## Organisation Chart



## Principal Responsibilities:

|    |   |     |
|----|---|-----|
| 1. | To handle all incoming event enquiries and to respond within 4 business hours, or 1 hour for agents. Diary management of the bookings diary to ensure all events & days are as profitable as possible. Arrange and carry out site visits to the stipulated standards.   | 40% |
| 2. | Full coordination of events (corporate & private) including contract, invoicing, final details meeting, function sheets, attending the weekly Ops Meeting, liaising with clients & suppliers on the day of the event & post event feedback. Financial reconciliation & invoicing of clients in line with their contract & final event requirements. | 40% |

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|----|--|-----|
| 3. | <p>Building relationships with regular bookers &amp; being the 'face of the venue'. Occasionally attend exhibitions and networking events and hosting FAM trips or showcases to promote the venue with other members of the team.</p> <p>To achieve targeted revenue of upselling per event.</p> <p>To work with the other members of the team on the annual sales strategy action points, to ultimately achieve &amp; exceed the budgeted revenue for the department.</p> <p>To reach out to both previous &amp; new bookers with a view to increase enquiries.</p> | 20% |
|----|--|-----|

## Dimensions

### Other

The nature of the work undertaken by the post holder will be required to work flexibly to meet the needs of the department and the wider business. This will include some evenings and weekend & Bank holiday work.

### Budget

n/a

### Physical

None

### Location

The post holder will be located at the White Rock Theatre in Hastings. You may be required to work on external events should the need arise.

## Context

The Guildhall Trust (GHT) was formed in 2011 to take on the management of Portsmouth Guildhall, one of the South of England's largest and busiest concert halls. The Trust became a charity in 2013 with a board of trustees, a trading company and a clear vision for its future.

The Trust has successfully developed the Guildhall into a vibrant concert hall, with a first-class programme of concerts as well as a Get Involved programme of community engagement. The Trust has diversified the business of the Guildhall with income streams from conferencing and new events. The Trust is working on a long-term capital project, Guildhall Renaissance, to develop a first-class venue for the future.

Over 275,000 people a year engage with Portsmouth Guildhall and the GHT's various activities. We host approximately 150 large concerts per annum, 80 smaller gigs in our studio, over 6,500 school children participate in Dance Live, one of our leading events, and 80,000 people annually attend conferences and events.

From 1st February 2024, The Guildhall Trust added The White Rock Theatre, Hastings, to its portfolio of venues and has aspirations to expand further in the coming years. The White Rock hosts nearly 200 performances including pantomime and has a busy new Studio venue which is used for gigs and comedy. Applying a similar model to the White Rock, GHT is revitalising this venue's music programme.

The core purpose of The Guildhall Trust is to deliver inspirational opportunities so that people want to engage with culture and the creative economy. The Guildhall Trust's vision is that it will become a leading cultural organisation which places our communities at the centre of everything we do so that we can inspire, entertain and transform lives. This is achieved The Guildhall Trust is a charitable trust limited by guarantee.

## Person Specification

This acts as selection criteria and gives an outline of the type of person the characteristic required to do the job.

Essential: Without which the candidate would be rejected

Desirable: Useful for choosing between two good candidates

| Attribute           | Essential  | Desirable  |
|---------------------|--|--|
| Experience          | <p>Previous work in a busy <b>events office</b> environment, to include dealing with the full life cycle of events – enquiries, site visits, negotiation, contracts, final details, function sheets &amp; invoicing.</p> <p>Previous experience of providing excellent customer service</p>  | <p>Experience of working for a charity</p> <p>Experience of account management/building relationships with clients</p> |
| Skill/<br>Abilities | <p>Exceptional telephone etiquette</p> <p>To have strong computer skills with proven experience on MS Office especially Word and Outlook</p> <p>Strong written communication skills, accuracy and good attention to detail</p> <p>To be able to problem solve using own initiative and demonstrate resourcefulness</p> <p>Willing to perform routine tasks</p> <p>Ability to work flexibly, prioritise workloads and meet deadlines</p> <p>Ability to remain calm and work accurately and methodically under pressure</p> <p>Work within a team and interact with other departments</p> <p>Friendly and polite</p> <p>Able to deal with complaints</p> <p>A bright and positive attitude</p> <p>Be innovative and Pro active</p> | <p>Knowledge of Xero</p>   |

|                         |  |   |
|-------------------------|--|---|
| Education<br>& training | I.T. Training<br>Customer Service experience<br><br>English Language and Maths GCSE to grade<br>C/4 or above | First aid at work<br><br>Further education qualification<br>in Events |
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