

Commercial and Events Business Manager

Job Description

The Role

Job title:	Commercial and Events Business Manager
Department:	Campus Experience
Responsible to:	Director of Campus Experience
Location:	Cirencester
Salary:	Grade 8: £38,784 - £46,049 pa
Term:	Permanent, full time, averaging 35 hours per week, with flexibility required for weekend and evening events
Relationships with:	Staff, students, visitors, potential and current customers and relevant networking groups.

Purpose

To lead and manage the commercial events business including line management of the Sales Executive, Events Coordinator, and Events Administrator. The role is responsible for delivering commercial targets for the University, developing new strategies, identifying new lines of enquiry, and being accountable for achieving sales targets. The post holder will work closely with the Director of Campus Experience, External Relations and Transformation teams to ensure the commercial success and growth of the University's events, training and conferencing portfolio.

In addition, the role is to operationally plan and manage internal and external events on campus across the University sites liaising with key stake holders such as Catering, Hospitality, Estates and Professional Development. The Commercial Business Manager will be responsible for the safety of the event public when on the premises, and ensures that audiences and staff alike are able to enjoy and work in a safe and secure environment working alongside the H&S Officer. They must maintain close liaison with the client/event organiser to ensure the Support, Catering & Hospitality teams deliver events to the required standard, the event runs to the agreed schedule and facilities/services which have been booked by the client are provided.

Key Responsibilities

- 1.** To plan, organise and oversee the management and delivery of an effective conferencing, and commercial business strategy, achieving sales targets and generation of new and repeat business streams.
- 2.** Support the Transformation Team in the sales and delivery of Professional Training programmes
- 3.** To help plan and organise the management of a diverse range of University events, such as but not limited to Graduation, conferencing, weddings and high profile visits. Ensure the events are successful and cost-effective, paying attention to budget and time constraints.
- 4.** Maintain close liaison with visiting clients/promoters to confirm running times, audience numbers, ticketing policy, performance details, interval timings and to ensure all facilities and equipment booked by the client/promoter have been provided.
- 5.** Take a leading role with the planning, management and delivery of corporate and private events, ensuring that they are delivered on time, within budget and offer an excellent visitor experience, including International Language Schools, Conferencing, Corporate Dinners and Receptions, Weddings, Alumni, Community and Civic Events on campus.
- 6.** Support community engagement through working with external stakeholders and internal facilitators such as a lecture series and Executive CPD programmes,
- 7.** Further develop a summer business model including International Summer Schools, special interest groups, and sports communities. This would include networking with external organisations, nurturing profitable relationships as well as negotiating prices for accommodation and hospitality.
- 8.** Responsibility for managing the Events and Conferencing Budgets.
- 9.** Chairing weekly Operational Planning meetings to inform, reflect and communicate with key stakeholders
- 10.** Work with departmental peers to build effective working relationships, developing collaboration and a positive, cohesive delivery culture
- 11.** Manage and coordinate suppliers, contractors and all event logistics (venue, catering, travel including price negotiation with 3rd parties)
- 12.** Liaise with marketing team to publicise and promote venue, special promotions, events and courses through various channels including website, events, print and social media platforms
- 13.** Ensure that licenses, insurances, and health & safety obligations (such as car parking, security and first aid) are documented in risk assessments (where appropriate) and followed for all events.

General responsibilities:

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.
- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absence from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

University Values

As a University we have chosen five values to underpin our learning community. These are the values which we will all work by and for which we want the RAU to be known. We are:

- Collaborative - we believe in the power of working together. We are stronger as a community of practice - inspiring each other, identifying shared goals, and providing reciprocal support leads to greater success.
- Open-Minded - we are receptive to new ideas and we value the diversity of experiences and skills. We are committed to listening to everyone across the RAU community.
- Resourceful - we adopt creative approaches to achieve our goals while setting higher standards, promoting professionalism and sustainability.

- Responsible - individually and collectively we take accountability for our actions working with integrity to achieve the highest ethical standards.
- Inclusive - we acknowledge the fundamental value and dignity of all individuals and are committed to maintaining an environment that seeks to eliminate all forms of discrimination and respects diverse traditions, heritages, and experiences.

Person Specification

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Presentation
Qualifications:		
<ul style="list-style-type: none"> • Education to A level standard as minimum 	E	A
<ul style="list-style-type: none"> • A professional events management or related qualification or appropriate level of sector experience 	E	A
Knowledge, Experience and Skills:		
<ul style="list-style-type: none"> • Experience of organising large scale events and conferences 	E	A,B
<ul style="list-style-type: none"> • Knowledge and recent experience of the UK Higher Education (HE) sector and an understanding of HE developments 	D	A,B
<ul style="list-style-type: none"> • Demonstrable track record of achieving sales targets. 	E	A,B
<ul style="list-style-type: none"> • Knowledge and skilled in marketing techniques for event management, particularly social media and websites 	E	A,B,C
<ul style="list-style-type: none"> • Demonstrable track record of working in a target focused environment 	E	A,B
<ul style="list-style-type: none"> • Skilled in managing projects, people and budgets, including project evaluation to strict deadline 	E	A,B,C
<ul style="list-style-type: none"> • Excellent written, oral and presentation skills 	E	A,B,C
<ul style="list-style-type: none"> • Appropriate IT skills including Word, Excel 	E	A,B,C
<ul style="list-style-type: none"> • Experience of event management software packages 	D	A,B

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Presentation
<ul style="list-style-type: none"> Flexibility, adaptability and the ability to work on own initiative and as part of a team and to deadlines 	E	B,C
<ul style="list-style-type: none"> Excellent interpersonal, networking and collaborative skills 	E	B,C
<ul style="list-style-type: none"> Ability to lead and support any related activities when required 	E	B,C
<ul style="list-style-type: none"> Problem solving approach with a customer service focus 	E	B,C
<ul style="list-style-type: none"> Willingness to work outside normal office hours when required 	E	B

Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk stating where you saw the advert for the role.
- Informal enquiries can be made to Ryan Hanson Director Campus Experience – Ryan.hanson@rau.ac.uk.
- Closing date:** 17 February 2026 with **Interviews on:** 26 February 2026.
- We acknowledge receipt of all applications within two working days. If you do not receive an email from us after submitting your application, please let us know by sending a new email **without any attachments** to Human.Resources@rau.ac.uk so we can check if your application has reached us.
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are under-represented within the RAU at this level