

# Conference & Events Business Manager

## Job Description

### The Role

<b>Job title:</b>	Conference & Events Business Manager
<b>Department:</b>	Campus Experience
<b>Responsible to:</b>	Director of Campus Experience
<b>Location:</b>	Cirencester
<b>Salary:</b>	Grade 8: £38,784 - £46,049 pa
<b>Term:</b>	Permanent, full time, averaging 35 hours per week, with flexibility required for weekend and evening events
<b>Relationships with:</b>	Internal stakeholders including Catering & Hospitality, Estates, Accommodation, Porters Lodge/Reception, External Relations, Finance and Professional Services teams; external clients, suppliers, partners and agencies.

### Purpose

To lead, develop and manage the University's events and conferencing function, ensuring the delivery of a **commercially successful, operationally robust and consistently high-quality events portfolio**.

The postholder will provide both **strategic and operational leadership** across the full events lifecycle, ensuring clear ownership, effective processes and strong alignment between sales, planning and delivery. The role is accountable for delivering income growth, improving operational efficiency and enhancing customer experience.

The Events & Conferencing Business Manager will:

- Lead the development and delivery of the University's **events and conferencing commercial strategy**, including revenue growth, market development and yield optimisation
- Establish and embed **clear structures, processes and standards** to improve consistency, reduce duplication and increase organisational effectiveness
- Act as the **single point of accountability for the events function**, balancing commercial ambition with operational capability

- Ensure that events are delivered in a way that supports both **financial sustainability and the University's reputation and brand**

The role requires the ability to **manage competing priorities, influence across departments, and make decisions that directly impact commercial performance and operational delivery.**

## Key Responsibilities

1. Provide leadership and line management to the events team, including sales, planning and administrative functions, ensuring clear roles, accountability and performance standards.
2. Develop and deliver the events and conferencing commercial plan, including revenue growth, utilisation and contribution targets.
3. Drive business development activities, identifying new markets, partnerships and opportunities to grow external conferencing, corporate events and seasonal business. Working with marketing to publicise and promote venue, special promotions, events and courses through various channels including website, events, print and social media platforms.
4. Oversee enquiry management and conversion performance, ensuring effective qualification, prioritisation and follow-up of opportunities.
5. Maintain overall accountability for the end-to-end events lifecycle (enquiry, sale, planning, delivery and review). Working with all stakeholders to ensure event meets brief and client expectations, including Catering & Hospitality, Estates, Health & Safety, Finance and Marketing.
6. Establish and embed clear ownership, roles and handovers across each stage of the events and customer journey. Including chairing operational meetings and daily stand ups.
7. Design, implement and continuously improve processes and systems to increase efficiency, consistency and scalability.
8. Reduce duplication, rework and reactive working by introducing standardised approaches, templates and planning practices.
9. Oversee the planning and coordination of all events, ensuring they are deliverable, well-structured and aligned to customer expectations.
10. Act as Event Duty Manager for high-profile or complex events, ensuring delivery aligns with agreed standards and requirements.
11. Ensure effective communication of event requirements and plans across all operational teams and stakeholders.
12. Build and manage strong working relationships with Catering, Hospitality, Estates, Accommodation, FOH and other key departments, ensuring alignment between commercial activity and operational delivery.
13. Ensure a consistent, high-quality customer experience across all events, maintaining oversight of key accounts and resolving issues where required.
14. Manage budgets, monitor performance metrics and identify opportunities to improve financial performance, efficiency and margin.
15. 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

<b>Requirements</b> The post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured By</b> A) Application Form B) Interview C) Presentation
<b>Qualifications:</b>		
<ul style="list-style-type: none"> <li>• Education to Degree level standard or equivalent professional experience in events, hospitality, business or related field</li> </ul>	E	A
<ul style="list-style-type: none"> <li>• A professional events management or related qualification</li> </ul>	D	A
<b>Knowledge, Experience and Skills:</b>		
<ul style="list-style-type: none"> <li>• Significant experience of organising events, conferences or commercial venue operations</li> </ul>	E	A,B,C
<ul style="list-style-type: none"> <li>• Knowledge and recent experience of the UK Higher Education (HE) sector and an understanding of HE developments</li> </ul>	D	A,B
<ul style="list-style-type: none"> <li>• Demonstrable track record of achieving sales targets and income growth</li> </ul>	E	A,B
<ul style="list-style-type: none"> <li>• Knowledge and skilled in marketing techniques for event management, particularly social media and websites</li> </ul>	D	A,B,C
<ul style="list-style-type: none"> <li>• Demonstrable track record of leading and managing teams within a multi-functional environment</li> </ul>	E	A,B
<ul style="list-style-type: none"> <li>• Strong operational knowledge of event planning and delivery</li> </ul>	E	A,B,C
<ul style="list-style-type: none"> <li>• Excellent communication skills including networking, stakeholder engagement and presentation</li> </ul>	E	A,B,C
<ul style="list-style-type: none"> <li>• Appropriate IT skills including Word, Excel,</li> </ul>	E	A,B,C
<ul style="list-style-type: none"> <li>• Experience of event management software packages and CRM systems</li> </ul>	D	A,B
<ul style="list-style-type: none"> <li>• Flexibility, adaptability with the ability to work on own initiative and as part of a team and to deadlines</li> </ul>	E	B,C
<ul style="list-style-type: none"> <li>• Experience of developing and implementing processes, systems or service improvements</li> </ul>	E	B,C

<b>Requirements</b> The post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured By</b> A) Application Form B) Interview C) Presentation
<ul style="list-style-type: none"> <li>Ability to lead and support any related activities when required</li> </ul>	E	B,C
<ul style="list-style-type: none"> <li>Experience of managing budgets and contributing to financial performance</li> </ul>	E	B,C
<ul style="list-style-type: none"> <li>Excellent organisational skills with the ability to manage competing priorities</li> </ul>	E	B
<ul style="list-style-type: none"> <li>Strong customer focus and commitment to service excellence</li> </ul>	E	A,B,C

## 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](http://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](mailto:jobs@rau.ac.uk) stating where you saw the advert for the role
- Informal enquiries can be made to Ryan Hanson – Director of Campus Experience ([Ryan.hanson@rau.ac.uk](mailto:Ryan.hanson@rau.ac.uk))
- Closing date:** 17 June 2026 with **Interviews on:** 3 July 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](mailto: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 underrepresented within the RAU at this level.**