

Job Purpose

The Sales Team manages all events, memberships, front of house, and the selling of any products (swim academy etc) within Surrey Sports Park. The key areas of focus are student and community membership, major commercial events, student and member programs, student elite teams and athletes.

Reporting to the Events Executive and working within a small team, the role is responsible for supporting events at SSP by helping to secure and manage a large number of events and other commercial accounts using all areas of Surrey Sports Park. The post holder will support the Events Executive as a point of contact for event enquiries, liaising with clients to understand requirements and supplying detailed information to the Operations team and other departments to ensure a professional delivery. The events coordinator will lead a diverse range of tasks associated with events set up at the sports park, these tasks specifically range from; the set up and manual handling of equipment, liaising with the client, overseeing customer experience, the de-rig of the event and reporting back to the event executive with any feedback post event. The events coordinator will carry out market research on competitor venues, events and pricing and feedback to the events executive. Although they would hold no line management responsibility, the post holder would be expected to act as a liaison point for the event and operational staff. The post holder will provide excellent customer service, develop relationships with clients and partners to enhance the reputation of Surrey Sports Park.

Problem Solving, Accountability and Dimensions of the role

The post holder will work closely with the Events Executive, they are expected to operate in a proactive manner, organising and prioritising their work within the guidelines set by their line manager and within the internally set protocols of the department. They must report to the Events Executive at regular intervals to provide feedback on their progress against clearly defined objectives and KPIs. The post holder has the latitude within their daily work routine to organise and prioritise their own work and those events staff and to ensure that key deadlines and objectives are met.

The post holder is expected to provide advice and solutions to routine day-to-day problems within the specialist area in which they are familiar. When faced with issues, the post holder is required to identify the nature of the problem or issue through analysis and to apply their judgement and initiative to find an appropriate resolution. Where the post holder faces issues/problems which are of a more complex nature and fall outside of the scope of the post holder's experience, guidance may be sought from their line manager.

The post holder, with the support of the events executive, is expected to apply their technical and working knowledge to develop the portfolio of clients and events at Surrey Sports Park. The post holder is key to supporting how the business operates.

It is also vital that the post holder ensures their knowledge is up to date with internal changes and events so they can ensure visitors/clients to the SSP are given the correct information. The post holder is expected to use initiative and judgement to address and resolve more complicated problems and issues, referring only the most complex, or those outside of the remit of their role to the Events Executive for guidance/resolution. Given the nature of this work the post-holder will need to demonstrate confidence when dealing with potentially difficult guest or partner situations.

Background Information/Relationships

Surrey Sports Park is at the heart of sport and physical activity in Surrey, and our mission is to deliver the best possible sport, health and wellbeing experience to our University of Surrey students and to the wider SSP community. We provide strategic added value to the University by delivering an outstanding student experience through social and competitive sport and providing an excellent environment for wellness and fitness for Surrey staff and students, and our community impact is significant both culturally and physically. The team is passionate and high performing, and the business model requires us to deliver a self-sustaining, well managed and customer service focused business.

The post holder will work closely with all Sports Park staff and both internal and external guests.

This job purpose reflects the core activities of the post. As SSP and the post-holder develop, there will inevitably be some changes to the duties for which the post is responsible, and to the emphasis of the post itself. SSP expects that the post-holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Should significant changes to the job purpose become necessary, the post-holder will be consulted and the changes reflected in a revised job purpose.

Person Specification This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

Qualifications and Professional Memberships	Essential/ Desirable
Vocational qualifications plus several years relevant work experience. Or:	N/A

Learning gained through work experience of a number of years. Will include short courses and other formal training.		
First Aid Certificate, or willingness to complete the training		D
Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the competency framework for clarification where needed).	Essential/Desirable	Level 1-3
<ul style="list-style-type: none"> Relevant event management, client servicing or account management experience 	D	2
<ul style="list-style-type: none"> An understanding of business development and relationship management 	D	2
<ul style="list-style-type: none"> IT literate with an understanding of leisure services software 	E	2
<ul style="list-style-type: none"> Able to communicate at all levels within an organization 	D	n/a
<ul style="list-style-type: none"> Interest in sport and leisure 	D	n/a
Special Requirements:	Essential/Desirable	Level 1-3
To work during unsocial hours, including early mornings, late evenings and at weekends.	E	n/a
Disclosure and Barring Service Clearance	E	n/a
Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). N/A (not applicable) should be placed, where the competency is not a requirement of the grade.		Level 1-3
Communication		2

Adaptability / Flexibility	2
Customer/Client service and support	2
Planning and Organising	2
Teamwork	2
Problem Solving and Decision Making Skills	2
Leadership / Management	1
Creative and Analytical Thinking	2
Influencing, Persuasion and Negotiation Skills	2
Strategic Thinking	1
Organisational Information	
<p>All staff are expected to:</p> <p>Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the Surrey Sports Park Equal Opportunities Policy.</p> <p>Help maintain a safe working environment by:</p> <ul style="list-style-type: none"> • Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. • Following local codes of safe working practices and the Surrey Sports Park Health and Safety Policy. • Excellent environmental performance is a strategic objective for the Surrey Sports Park. All staff are encouraged to work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. • Undertake such other duties within the scope of the post as may be requested by the events executive. 	
Key Responsibilities	
<p>This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum) and should be read in conjunction with the accompanying Job Purpose.</p>	
<ol style="list-style-type: none"> 1. Managing and processing a significant amount of in-bound (web, email, telephone and personal) event and service requirements from a range of clients and facility areas. 2. Working closely with external clients and some internal business areas to book, coordinate and manage the events space and 	

inventory required to deliver a complex range of commercial activity

3. Manage and develop key client relationships. Provide expert service in sales and events management for partners and high-profile clients
4. Manage and support events, delivering excellent customer service with a focus on the client and retention
5. Identify new client opportunities and areas of the business to target for growth. The post holder will be able to successfully highlight and cross sell a range of SSP services to clients
6. Use creative and analytical thinking to generate revenue to support the Events Executive in achieving the business unit's strategy.
7. Liaise closely with the operations team and relevant event staff to fully service and deliver client requirements which will, at times, include producing briefing notes and working during events
8. The post holder will be expected to, deputise for the Events Executive on occasions and continue to assess and provide their line management with suggestions to improve how the department provides relevant and accurate information and complete projects accordingly. The post holder will represent SSP and UOS as appropriate

N.B. The above list is not exhaustive.