



Job Title: External Events, Engagement and Conferencing Co-ordinator

Unit/School: Marketing, Communications and Student Recruitment

Grade: 4A/B

HERA: CSERV02

Core purpose of role

As the External Events, Engagement and Conferencing Co-ordinator, you will be an instrumental part of a team working to maximise additional revenue for the university through retention of current clients and generation of new business. Your role will involve all aspects of coordination and administration of conferences and events from initial enquiry through to event feedback, and the marketing of conference and event facilities and services to generate new business opportunities.

You will also provide support with the University's corporate events and stakeholder engagement, amplifying the University's strategic priorities and brand. The team will also provide logistical support to student recruitment events. The post holder must possess excellent interpersonal, written, communication, negotiation, and organisational skills, and display a high level of initiative to deliver effectively.

Key responsibilities and contributions

- Responsible for all aspects of conference and event sales, coordination and administration, including communication with and liaison between clients and internal colleagues/departments such as IT, Estates and Security, use of event management software, the university finance and room bookings system, and third party online booking systems.
- Undertake, as required, room set-ups and audio-visual support in conference rooms and meeting rooms, and support with ensuring compliance with statutory and internal Health & Safety guidelines.
- Offer outstanding customer service in all aspects of the role, including anticipating and effectively responding to customer expectations and requirements throughout the sales and event management process, and obtaining and reviewing conference feedback, using this information to aid the development of the service.
- Oversee show rounds for potential conference clients and support conference delivery, ensuring that all relevant information is communicated and negotiating service provision.
- Play a lead role in all aspects of marketing the University's facilities, events and services to generate new business opportunities and increased brand awareness, including updating and improving the Conference Services web presence, carrying out market research and benchmarking activities, attending business networking events and exhibitions and the creation, design and distribution of the Conference Newsletter and other digital assets as required.



- Administration of summer bedroom bookings including maintenance of online bookings and booking diary; confirmations and correspondence; receipt of payment and maintaining detailed records.
- Meet and greet conference organisers and clients and act as main point of contact on site during conference events
- Provide conference administration service to conference organiser as required, including: delegate registration, delegate invoices, production of delegate lists and delegate badges, and assist in all aspects of financial administration for the Conference unit.
- Work within Welsh Language Standards to ensure compliance when communicating with customers and dealing with events on campus.
- Assist the External Events, Engagement and Conferencing Manager in setting the objectives of university events and stakeholder engagement and ensure that any communication and briefing in relation to these events reflect those objectives.
- Support the External Events, Engagement and Conferencing Manager and Officer with managing the lead in and on the day delivery and workers for corporate events and stakeholder engagement (including colleagues and student ambassadors) – in-person and online - ensuring high standards are maintained.
- Support the External Events, Engagement and Conferencing Manager to develop and maintain the University's stakeholder database and suggest and implement innovative ways to engage new and existing stakeholders.
- Any other responsibilities within the competence of the post holder as may be assigned by the External Events, Engagement and Conferencing Manager. The nature of the job requires a flexible attitude towards out of hours work. The post holder will be expected to attend out of hours events.



Person specification

Essential qualifications / Professional memberships

- GCSE English and Maths grade C or above, or equivalent.

Essential experience, knowledge and skills

1. Effective sales and marketing skills, with experience of using social media and online platforms for corporate promotional activity.
2. Demonstrable experience of planning, coordinating and delivering a range of events, conferences, meetings or stakeholder engagement activities.
3. Effective communication skills, both written and verbal, with evidence of being able to brief and advise external stakeholders.
4. Ability to negotiate effectively with clients and colleagues to reach desired outcomes.
5. Proven experience working in a busy customer-focused environment, with the ability to demonstrate exceptional customer service.
6. Enthusiasm, initiative, commitment, creativity and drive towards task completion.
7. Meticulous attention to detail and effective time management and organisational abilities with the ability to work under pressure and meet tight deadlines.

Desirable

1. Ability to create digital design assets and web editing with experience of using a range of software and platforms to deliver high quality communications.
2. Basic understanding and experience of Health & Safety compliance and GDPR.
3. Relevant degree qualification, e.g. Marketing, Event Management, Business or Hospitality or equivalent.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post does not require a DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.