**JOB DESCRIPTION**

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| **Job Title:** | Head of Events | **Department:** | Marden Enterprises |
| **Hours of Work:** | Flexible | | |
| **Responsible To:** | Director of Finance, Resources and Operations (DFRO) | **Responsible For:** | Marden Enterprises event team (peak event season) |

**Summary of Role:**

The Head of Events at Woldingham School is an exciting and challenging position. The Head of Events will oversee the marketing and development of Marden Enterprises (the School’s trading activities), manage all events planning for Marden Enterprises, draw up all necessary documentation, manage on-site operations relating to these events, and assist the School Financial Controller in the preparation of the annual budget and general financial management of Marden Enterprises. The Head of Events will work in close collaboration with the DRFO and with other key departments in the School.

The Head of Events will be directly responsible for all the day-to-day business events’ activities relating to Marden Enterprises. This includes: conferences, retreats, weddings, sports facility hire and Summer schools. The Head of Events will be assisted by a dedicated in-house team during the major event periods. The post provides the opportunity to demonstrate and develop further, a wide range of business skills and opportunities in support of this top independent girls’ school.

**Specific Responsibilities:**

1. To develop a business strategy and plan to ensure business growth and maximise revenue, having regard both to the wider commercial opportunities offered by the Woldingham School site and School operational constraints.
2. To maintain existing Marden Enterprise contractual arrangements. To make recommendations to the DRFO regarding the business value of maintaining such contracts into the future. In making such recommendations, regard should be had to the ethos of the School and the opportunity for some charitable provision for the local community and public benefit.
3. To maintain an appropriate rate card and charging structure for Marden Enterprises in liaison with the DFRO, Head of Operations and Financial Controller
4. Working with the School’s Marketing Director to create a corporate image/brand for Marden Enterprises that follows the house style and respects the Woldingham ‘brand’.
5. Working with the School’s Marketing Director to define a marketing plan to promote Marden Enterprises, having regard to the business plan and budget.
6. Working with the School’s Marketing Director to develop and oversee the production of Marden Enterprise events marketing materials, both in literature form and on the School website.
7. To maintain close liaison and early forward planning with the Head of Operations to ensure there are no conflicts with school maintenance projects
8. To brief and manage a broader in-house events team during the major event periods.
9. To maintain a close liaison and relations with the School Catering, Domestic Services, IT, Chaplaincy and other appropriate departments in order to properly support all Marden Enterprise events. This is to include the resourcing of all necessary support requirements including staff, beds, linen, catering, sports equipment, electronic and conference/classroom requirements.
10. To draw up legally sound contracts with each customer having regard to all insurance, fire risk and health and safety matters in addition to commercial requirements.
11. To work with the Financial Controller in the preparation of the Marden Enterprise annual budget and forecast, ensuring the appropriateness of key assumptions underpinning such forecasts. Assumptions will encompass all necessary investment, resource and staff costs.
12. To set all costs and charges for Marden Enterprise events, having regard to market forces and budget, for agreement by the DFRO. Close liaison will be required with the School’s catering provider in respect of all catering costs.
13. To initiate with the Domestic Services Manager/Purchasing Clerk the procurement of necessary assets to support Marden Enterprise operations in accordance within the agreed budget.
14. To maximise customer satisfaction by proper care of clients from initial contact until the successful conclusion of their event.
15. To have charge of all detailed events arrangements and management. To be present during the start of each event to ensure that all arrangements are in place and to the client’s satisfaction, this will require some evening and weekend working.
16. To supervise necessary staff to operate the School Reception Desk and any Night Porter requirements for events.
17. To provide an Events forecast covering the next 12 months in detail and 24 months in outline, featuring both contracted events and events in planning including outline key details. To provide in timely manner, for appropriate distribution, a full plan for each event including, date and time information, delegate/guest lists, all resources and spaces to be used and other appropriate information.
18. To ensure that strong financial and budgetary control is maintained over all Marden Enterprises activity.

**PERSON SPECIFICATION**

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| **Essential** | **Desirable** |
| **Operational Excellence** |  |
| * Have events management experience * Fluent and accurate written and spoken English. * Excellent ICT Skills. | * Working knowledge of using accounting systems |
| **Personal Behaviours** |  |
| * Be highly motivated and well organised with attention to detail, and able to think ahead and work flexibly without direction to achieve results. * Have the ability to maintain close and harmonious relations with work colleagues at all levels. * Have the ability to identify and deliver business opportunities. |  |
| **Ethos and Whole School Values** |  |
| * Committed to operating as part of the School community. * Committed to the Sacred Heart Values. * Committed to Woldingham as a school with high academic standing providing a holistic education and outstanding pastoral care. |  |
| **Safeguarding and Pastoral** |  |
| * Committed to safeguarding and promoting the welfare of children and young people. * A satisfactory Enhanced Disclosure from the DBS. |  |
| **Leadership and Management** |  |
| * Have proven and demonstrable people/team building management skills. |  |