



# uncover **your** potential **our**Team

## Events and Weddings Executive Job Pack

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## Job Description

<b>Job Title</b>	Events and Weddings Executive
<b>Directorate</b>	Public Places
<b>Grade</b>	6
<b>Responsible to</b>	Hylands Assistant Manager – Events and Business Development

### 1. Main Purpose of the Job

- 1.1. Support the Senior Events and Sales Executive in delivering promotional plans and initiatives.
- 1.2. To ensure a smooth and seamless 'Customer Journey' from initial enquiry to the successful delivery of each event, acting as the hirer's Primary Point of Contact throughout the process.
- 1.3. Supporting customers in the planning and coordination processes of their event, aligning their requirements with Hylands Estate policies and procedures, whilst providing the highest levels of customer service.
- 1.4. Ensure that all event documentation is maintained, up to date, and is compliant with policies and procedures.
- 1.5. To work diligently to achieve and where possible exceed the revenue-generating objectives of the Hylands Estate Team.

### 2. Duties and Responsibilities

#### 2.1 Sales and Promotional Activities

- 2.1.1. To assist the Senior Events and Sales Executive and Assistant Manager – Events & Business Development, in promoting Hylands Estate and securing commercial contracts for the hire of the venue across its existing and potential market sectors.
- 2.1.2. Contribute to the generation of new sales leads through research into potential customers and market opportunities, assisting with contact and follow-up activity with prospective hirers, and supporting income growth in line with Hylands Estate and Council objectives.
- 2.1.3. To provide the highest level of customer service, acting as the primary point of contact for an assigned portfolio of clients.

- 2.1.4. Develop strong working relationships with regular customers, key stakeholders, external suppliers, and colleagues within Hylands Estate and across the Council.
- 2.1.5. To develop an excellent understanding of the markets served by Hylands Estate including Corporate Hire, Weddings, Private Hire, and Events.
- 2.1.6. Contribute constructively to the development of the strategy for each market sector and support the team appropriately in this activity.
- 2.1.7. Work effectively to support the promotion of Hylands Estate to existing and potential customers, promoting brand values, facilities and services professionally and effectively through our social media platforms, online ticketing systems, the Hylands Estate and wedding websites, external websites, and general marketing.
- 2.1.8. Support the Senior Events and Sales Executive in attending external trade shows to promote Hylands Estate in desired markets.
- 2.1.9. Contribute to the development of new commercial initiatives and projects designed to attract new business.
- 2.1.10. Develop a clear understanding of our Health and Safety policy, practice, and procedures and take responsibility for your safety and welfare and for those with whom you work.

## **2.2. Financial Responsibility**

- 2.2.1. Ensure that personal and collective revenue targets are achieved and where possible exceeded.
- 2.2.2. Work with the Finance and Business Support Officer to ensure appropriate monitoring systems are processed correctly, including financial spreadsheets covering contracted bookings, schedule of payments, and status of each account. To develop an understanding of financial systems, including TechOne and ACE.

## **2.3 Customer Service**

- 2.3.1. To provide outstanding levels of customer care and service to the portfolio of accounts for which you are responsible, ensuring that the hirer's experience of Hylands Estate is memorable and positive.
- 2.3.2. Develop a strong and constructive relationship with each hirer, acting as the Primary Point of Contact for all aspects of the booking from initial enquiry to the delivery of the event (Customer Journey).
- 2.3.3. Ensure that the hirer is fully advised and understands the terms and conditions of the hire contract.
- 2.3.4. Develop a clear understanding of the hirer's requirements and align them with the services and facilities.

## 2.4 Administrative Systems, Processes, and Procedures

- 2.4.1. Ensure that appropriate documentation (event management plans and function sheets), procedures for each enquiry are promptly processed and communicated to the Operations Team, ensuring the timely procurement of all relevant paperwork from suppliers.
- 2.4.2. Ensure that appropriate records of customer contacts are documented and updated in accordance with GDPR.
- 2.4.3. Ensure that the venue bookings system is updated in accordance with processes and that all hires from your area of responsibility are appropriately updated.
- 2.4.4. To securely unlock/lock Hylands House and Grand Pavilion where necessary.
- 2.4.5. Any other duties as requested by the Manager and commensurate with the grade.

## 3. Work Location

You will be based at **Hylands House** in the Chelmsford area, but may be required to work from any other location within the Borough should circumstances make it necessary.

## 4. General Conditions

- A. This Job Description is subject to your conditions of Employment, which, in the event of conflict, shall take precedence. The post holder will carry out the duties specified above and such other duties as may be required from time to time. The Job Description may be reviewed and amended in the light of any changes that are made.
- B. It may be necessary, from time to time, for you to work hours in excess of, or differing from, your normal working hours.
- C. It may be necessary for you to be trained in, and use, new technology as it is introduced into the Council's activities.
- D. It is a condition of employment that you may be required to assist in the organisation and running of elections or referenda that take place in the City, relating to Parish Councils, the City Council, the County Council, Parliament, or other similar bodies. You will normally only be required to carry out election and referenda duties when there are insufficient experienced volunteers from within the Council's service who are available for and able to carry out such duties.

- E. You will carry out your responsibilities with due regard to the Council's Equality, Diversity and Inclusion Policy.
- F. You will be aware and undertake training as required in line with your responsibilities set out in the Council's Safeguarding children and vulnerable adults policy.
- G. All staff have a responsibility for data security in accordance with Data Protection regulations. You are required to ensure that you adhere to Council Policies and Procedures regarding data security. Whilst working at the Council, you may gain knowledge of confidential matters about members of the public and staff. Such information must be considered strictly confidential and must not be discussed or disclosed in an unauthorised manner. Service Managers and designated Information Asset Owners must be aware of their responsibilities, internal procedures and training requirements as directed by the Information Governance team.

## Person Specification

	ESSENTIAL	DESIRABLE
<b>Education/Qualifications</b>		
Completion of secondary school education leading to good standards of literacy and numeracy	E	-
<b>Knowledge</b>		
Knowledge of the history of Hylands Estate	-	D
Knowledge of sales and coordination of hires and events	E	-
A knowledge of and commitment to equality and diversity	E	-
Knowledge of social media and its use in a commercial and promotional setting	-	D
Knowledge of marketing promotion of events with an emphasis on weddings, corporate hire and outdoor events	-	D
Awareness of financial processes such as payment tracking, and income collection	-	D
<b>Experience</b>		
Strong administrative experience, including maintaining accurate documentation and systems	E	-
Experience in dealing with a diverse range of customers and suppliers, building and maintaining those relationships	E	-
Experience in the use of Microsoft Office Suite including Word and Excel	E	-
Experience supporting sales activity and converting enquiries	E	-
Experience of co-ordinating events, such as weddings, corporate hires and private functions	E	-

Experience delivering high-quality customer service in a fast-paced environment	E	-
Experience creating and contributing to digital content (blogs, social media posts, website copy)	-	D
Experience using event management systems, CRM platforms, or booking systems	-	D

**Personal Qualities and Attributes**

Excellent communication skills, with the ability to build strong relationships with clients, suppliers, and partners	E	-
Commitment to delivering exceptional customer service	E	-
Ability to use initiative and identify new ways of working	E	-
Excellent organisational and time management skills, able to manage multiple events simultaneously	E	-
Positive attitude and commitment to the future success of Hylands Estate	E	-
Calm, professional, and solutions-focused under pressure	E	-

**Circumstances**

Willingness to work evenings, weekends, and bank holidays as required for events. Ability to travel to and from Hylands House (which is not on a bus route)	E	-
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## Corporate Values and Behaviours

Within Chelmsford City Council we have values that are at the core of how we behave. They form part of our induction and probation processes and underpin our 1-1 conversations. Each value is listed below with behaviours.

**Accountability** - We take responsibility and ownership for our own actions, behaviours and performance

- We take responsibility to follow things through to completion
- We actively recognise what is working and what is not and are open about mistakes
- We positively contribute to the team and organisation and seek solutions to problems
- We recognise and positively challenge inappropriate behaviour

**Creativity** - We are flexible in our approach; we focus on solutions

- We adapt our approach keeping the best outcome for all in mind
- We encourage people to try out new approaches and ideas
- We learn from others to find solutions and to improve performance
- We encourage and support people to take measured risks

**Learning and Encouraging** - We recognise our success; we provide support to further our skills and experience

- We support and encourage each other to be our best
- We recognise and appreciate the contribution that everyone makes
- We take responsibility for finding opportunities to learn for ourselves and develop
- We support others to develop and learn

**Collaborative** - We build relationships; we achieve more together

- We talk with others to understand their perspective
- We find opportunities to get involved
- We involve other people early in our thinking to keep them informed
- We ask other people to get involved in what we're doing to build strong working relationships
- We seek ideas from inside and outside of our team to achieve more impact

**Trust** - We will be open and honest and do what we say

- We are open and honest
- We do the right thing and face up to difficult situations in a sensitive way
- We do what we say we will
- We demonstrate integrity by being fair and balanced in our approach
- We commit to the team agenda rather than personal priorities
- We treat each other as we would expect to be treated

## Conditions of Service

The following is an outline of the main terms and conditions of service attached to the post. More detailed information can be provided on request or discussed at the interview stage.

**Salary** – Grade 6 Scale Point 21 (currently £33,510 per annum) rising to Scale Point 24 (currently £36,429 per annum).

*Please note, if stated on your application form that you wish to apply for the role on a part time or job share basis, The salary stated above will be pro rata'd to the contracted hours offered.*

**Hours** – 37 hours per week, typically worked Monday to Friday, with occasional need to work evening, weekends and bank holidays.

**Annual Leave** – The Council operates a standard holiday year from April to March. The entitlement for annual leave for this position is 236.8 hours (32 days) and rising to 273.8 hours (37 days) after 5 years continuous service. This also includes a standard 8 Bank Holidays (59.2 hours), although this may vary depending on the number of Bank Holidays that fall in a particular leave year.

Your annual leave entitlement as above will be calculated on a pro-rata basis dependent on the number of hours you work. The number of equivalent days may also vary based on your working pattern.

**Sickness** - The provisions of the national Scheme of Conditions of Service apply which provides for up to 6 months full pay and 6 months half pay after 5 years continuous local government service.

**Pension** - You will be entitled to join the Local Government Pension Scheme. Further details can be provided on request.

**Notice Period** - The period of notice is 1 month.

**Probationary Period** - The appointment is subject to a six month probationary period.

**Criminal Records** – The Council is an Equal Opportunities employer and as such the disclosure of a criminal record, or other information, will not necessarily exclude you from consideration for appointment. Any such information will be considered in relation to the tasks and responsibilities required of the postholder and the circumstances and environment in which the role would require you to work.

Failure to declare a conviction, caution, reprimand or final warning may, however, disqualify you from appointment, or result in dismissal if the discrepancy comes to light. A copy of our Policy for Employment of persons with criminal convictions can be viewed by [clicking here](#).

**Safeguarding** – Chelmsford City Council is committed to promoting the welfare and protection of children, young people and vulnerable adults. Even if your job does not involve working directly with children, young people or vulnerable adults you would be expected to keep your eyes and ears open, as the responsibility of spotting abuse and ensuring the safety of those most vulnerable falls on us all. As part of this commitment the Council ensures that all jobs are reviewed and applicants successful at interview undergo a DBS check where necessary.

Employees who breach the Council's safeguarding policy or fail to follow safeguarding procedures will face investigation and possible disciplinary action, which could lead to dismissal and a criminal investigation.

**Equal Opportunities** – Chelmsford City Council is an Equal Opportunities Employer.

## Benefits

**UK Healthcare Cashplan:** The Council pays for a healthcare cashplan for all Permanent members of staff who have successfully passed their probationary period.

**Professional Fees:** The Council will pay the annual subscription to one professional body if this is a requirement of the post.

**Employee Assistance Programme:** Available for all employees, this is a free confidential service provided by the Council offering expert advice, invaluable information, specialist counselling and support.

**Season Ticket Scheme:** Staff can apply for a loan to purchase season tickets for travel to work by train or bus. You will be given a cheque for the full amount of the ticket and the loan will be repaid over a period of 12 months by means of monthly deductions from your salary. There are some terms and conditions, and the scheme is not open to all staff.

**Staff Travel Plan:** The Council's Staff Travel Plan contains a package of measures to reduce the use of private cars. It aims to promote walking, cycling, using public transport and car sharing. The Staff Travel Plan includes discounts such as 20% off season tickets. In addition there are shower and changing facilities, secure bike parking and parking spaces for car sharing. Regular Staff Travel promotions and events are held throughout the year.

**Bike Loan Scheme:** Staff can apply for a loan to purchase a bike or cycling equipment for travelling to work. An advance will be made via cheque (up to the value of £1000) and the loan will be repaid over a period of 12 months by means of monthly deductions from your salary, which can save you up to 42%. There are some terms and conditions, and the scheme is not open to all staff.

**Staff Discounts:** Chelmsford City Council employees benefit from various discounts to many businesses in Chelmsford.

**Subsidised Car Parking:** Available for new employees, parking currently offered at Meadows Retail Multi-Storey.