

## JOB DESCRIPTION

<b>Job Title:</b>	Commercial Events Development Coordinator
<b>Reporting to:</b>	Marketing & Events Manager
<b>Place of Work:</b>	The Student Centre- University of York Students Union/Hybrid with a minimum expectation of 3 days on campus each week
<b>Hours of Work:</b>	35 hours per week (includes a requirement to be able to work mornings, evenings and weekends on campus as and when required)
<b>Salary:</b>	Starting from £29,609

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### Job Overview

As the Commercial Events Development Coordinator, you will play a crucial role in income generation activity for the Union. You will liaise between internal and external stakeholders to coordinate the planning, promotion and delivery of all income-generating events. This approach will use current trends and insight to ensure maximum student engagement and satisfaction. This role requires a strategic thinker to seek out new opportunities to increase revenue in our venues and across our student and corporate events offering. You will manage key partnerships and delivery of events operationally, including overseeing risk management.

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### Key Tasks

- Develop, implement and lead a commercial events strategy aligned with the Union's goals and values
- Oversee the logistics, resources and delivery of all commercial events
- Create engaging and innovative events that meet financial targets
- Seek sponsorship for major events in line with our values
- Seek alternative funding opportunities for subsidised commercial events
- Ensure all our events meet a high standard of customer service
- Collaborate with our Commercial Services team to drive new business into venues
- Manage third-party relationships and activations on campus
- In conjunction with the Safety & Logistics Manager manage risk associated with all commercial events
- Foster an environment of 'data-driven' events and activity. Monitoring engagement data and event feedback to ensure our offer is fit for purpose and of the highest standard
- Implement a creative approach to create wider ideas and initiatives to contribute to the growth of the department and organisation
- Coordinate a post-event analysis and feedback process in place and periodic reporting
- Forward planning to assess growth opportunities and to ensure our offer is in line with trends of our target market

- Working closely with the Communications team and the Commercial Marketing & Events Manager to maximise promotional opportunities and to ensure our brand values are portrayed through all commercial events

## **Finance**

- Work effectively with finance staff on raising purchase orders and gathering invoices
  - Meet financial targets
  - Liaise with budget holders to ensure budgets are not exceeded
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## **The University of York Students' Union's Values and Behaviours**

To work with us, we expect our staff to uphold our core values and behaviours. These are:

### **Ambition**

*We are unashamedly ambitious. Students and their success is the reason we exist, and we will do everything in our power to work to their unique needs, journeys, experiences and communities.*

### **Innovation**

*We're not afraid of failure. We bring creativity, sensitivity and integrity to all our work meaning that when things don't pan out how we expected, we own it, learn from it and always try again.*

### **Social Conscience**

*We are bigger than just ourselves. We care and are committed to our vibrant community, celebrating and encouraging difference and diversity.*

### **Authenticity**

*We are authentic and honest - building trust, rather than just focusing on our own power, privilege and legitimacy. We are always open about the needs, complexities, opportunities and challenges we all face now and in the future.*

### **Partnership**

*We recognise we can't work alone - we know and are open about our limitations and believe that collective action and solidarity is what makes our work special. We weave and connect what already exists, build on common ground and focus on what unites us rather than divides us.*

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## **General Notes**

- The principle role and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
- Staff are required to have a Personal Development Plan and to participate in training, meetings or conferences considered relevant to their job.
- Staff must carry out their duties with full regard to the rules, procedures and conditions of service contained in the Staff Handbook.
- A condition of employment is that all staff are expected to assist in key events throughout the year, it would be expected that this role is available for events they are leading on and to assist the events team where possible.
- Staff are expected to portray a positive image of the Students' Union, both internally and externally, by displaying integrity, punctuality, politeness and professionalism.

- To uphold the University of York Students' Union's environmental and sustainability aims, ensuring good practice is met.
- To abide by the Union's constitutions and policies.
- To work within, promote and uphold the student-led and democratic ethos of the Students' Union.
- The University of York Students' Union envisages that this post may develop through time and that the post-holder is expected to be proactive in pursuing these changes.

Requirements	Essential	Desirable
<b>QUALIFICATIONS</b>		
A-Level education or equivalent qualification / professional experience	X	
<b>EXPERIENCE</b>		
Previous experience in a democratically led or charitable organisation		X
Experience working in an events agency and/or communications/events team	X	
Experience in generating income	X	
Experience in developing and delivering promotional communications, including the use of content management systems		X
Experience in influencing stakeholders and the ability to negotiate with external partners	X	
Experience in communicating with a diverse range of people, both individuals and groups and working across different channels	X	
Experience in conferencing &/or the hospitality industry		X
Experience in developing and utilising research to implement change	X	
Experience in managing or being involved in the managing of projects/events	X	
Experience in successfully managing budgets and operational plans	X	
Experience in supporting staff &/or volunteers to develop effective customer service processes	X	
<b>SKILLS</b>		
Ability to present information clearly and concisely in writing and verbally	X	
Ability to produce creative, engaging, and relevant content or copy across multiple platforms	X	
Proven ability to think creatively to develop new ideas and opportunities	X	

Able to work as part of a team as well as under one's own initiative	X	
Excellent planning, organisation and administrative skills	X	
IT competent with a working understanding of Microsoft Office	X	
Interpersonal and networking skills	X	
Commitment to the delivery of high standards of customer service and attention to detail	X	
<b>Knowledge &amp; Attitude</b>		
Positive about working in a member-led organisation	X	
Knowledge of issues affecting students & Higher Education		X
Understanding of digital communications within education or the charity sector	X	
A flexible approach to work	X	
Knowledge of using design software e.g. Canva		X
Knowledge of using or creating databases		X
Knowledge of the role of the Students' Union, democratic processes and elected Officers		X
A positive approach to problem-solving and a 'can do' attitude and ability to function independently	X	
A commitment to equality and inclusion, including accessible communications	X	
Professional approach	X	