



GIRTON COLLEGE
UNIVERSITY OF CAMBRIDGE

CONFERENCES & EVENTS

BUSINESS DEVELOPMENT MANAGER

Conferences & Events

Make Girton the Cambridge venue people choose,
return to and recommend.

An exciting commercial opportunity at a unique Cambridge venue

Girton is seeking an energetic, commercially focused and entrepreneurial Business Development Manager to drive profitable growth across conferences, events and accommodation. The successful candidate will own the sales pipeline and make a measurable contribution to the College's income.

THE PROPOSITION

Set in 50 acres of landscaped grounds on the edge of Cambridge, Girton combines historic architecture, art and gardens with meeting rooms, dining, accommodation, sports facilities and a swimming pool, ample parking and direct access to major transport routes. The business serves conferences, residential events, dinners, weddings and summer schools.

THE PURPOSE

Commercial activity is a significant contributor to Girton's core educational mission. Winning the right business, at the right value, strengthens a diverse and ambitious academic community dedicated to education, learning and research.

THE MOMENT

The College is poised for a significant expansion of residential accommodation and public spaces over the next three years. The commercial relationships and future client base must be developed now.

Girton is a unique conferencing proposition within Cambridge

Combining Cambridge character and heritage with the space, access and practical advantages that event organisers value.



50 ACRES

Landscaped grounds around listed heritage buildings

SUBSTANTIAL ON-SITE PARKING

A practical advantage for organisers and delegates

DIRECT ACCESS

Connected to major transport routes

THE EXPANSION

Poised for substantial growth

Girton is about to build the New Courts, adding 65 new ensuite bedrooms and public spaces, including an iconic new auditorium. Girton needs conferencing relationships and a forward pipeline in place before the expanded offer opens.



The role is to translate this future capacity into early interest, strong client relationships and profitable forward business.



A growth role, focused on winning business

This is not primarily an events administration role. You will be Girton's lead conferencing ambassador, creating demand, winning profitable business, developing long-term relationships and sharpening the College's commercial offer.

01 BUSINESS DEVELOPMENT

Develop and deliver the sales strategy. Prospect across corporate, academic, association, agency, wedding and private-event markets. Build the pipeline, engage clients for the new facilities, lead show-rounds and represent Girton externally.

02 SALES AND REVENUE

Convert enquiries, including Simpleview opportunities, into profitable bookings. Prepare proposals and contracts, negotiate terms, protect margin, deliver revenue and occupancy targets, and maximise yield and upselling.

03 MARKETING AND MARKET DEVELOPMENT

Lead commercial marketing across conferences, events and accommodation. Keep the website compelling, deliver targeted digital campaigns, monitor competitors and use market intelligence to refine products, services and pricing.

04 CLIENT MANAGEMENT AND DELIVERY

Own prospective client relationships through the sales journey. Secure a seamless operational handover, oversee delivery quality, analyse feedback, resolve issues and build repeat and referral business.

Clear outcomes, personal accountability

The successful candidate will combine external energy with disciplined internal management. Commercial judgement matters as much as activity: business should be selected and priced with a clear view of attractive bottom-line contribution.

WHAT SUCCESS LOOKS LIKE

01

Profitable year-on-year revenue growth.

02

Higher occupancy and revenue per available room.

03

Improved enquiry and Simpleview conversion rates.

04

More repeat and referral business.

05

New clients and market sectors.

06

A stronger profile in the Cambridge events market.

PERFORMANCE AND REPORTING

Maintain accurate CRM and sales records. Track enquiries, conversion, booking value, occupancy and revenue. Report monthly, recommend corrective action and contribute to budgeting.

HOW THE ROLE WORKS

Reporting to the Head of Catering and Conferences, the post works across key College teams. It must match commercially attractive promises with confident delivery.

You will be accountable for delivering the profitable business which supports Girton's core mission.



Commercial credibility, hospitality instinct and personal drive

Short-listing will be based on the specification below. Applications should show clearly how the candidate's experience and suitability meet the essential requirements of the role.

ESSENTIAL

EXPERIENCE AND SKILLS

- 01 Proven track record of business development and sales success.
- 02 Experience within conferences, hospitality, venues, hotels or events.
- 03 Generating new business and exceeding revenue targets.
- 04 Managing a sales pipeline and converting opportunities into income.
- 05 Producing proposals, quotations and commercial agreements.
- 06 Strong networking and relationship-building track record.
- 07 Organisation across multiple enquiries and deadlines.
- 08 Using social media for business promotion and lead generation.

PERSONAL QUALITIES

- 01 Strong communication and interpersonal skills.
- 02 Proactive, self-motivated, entrepreneurial and comfortable in a fast-paced environment.
- 03 A positive, professional, people-first approach with a passion for hospitality and events.
- 04 High level of ownership and reliability.
- 05 Confident and resilient.
- 06 A professional and credible ambassador for the College.

DESIRABLE

A bachelor's degree in Marketing, Events, Communications or a related field.

Knowledge of Kinetics or other event-management software.

Experience with conference agents and venue-finding agencies.

Reasonable adjustments will be considered in keeping with the Equality Act 2010.



The practical details

ROLE AND REPORTING

DEPARTMENT

Catering and Conferences

REPORTS TO

Head of Catering and Conferences

CONTRACT

Full time, 35 hours per week

Permanent

(subject to a six-month probationary period)

PACKAGE

SALARY

USSS Point 40-45 (£37,369 - £43,099)
(depending on skills and experience)

ANNUAL LEAVE

26 days paid holiday plus 8 public
holidays

BENEFITS

PENSION & PROTECTION

Pension, life assurance, MediCash
and EAP.

HEALTH & WELLBEING

Free gym, swimming pool, lunch
and refreshments.

SUSTAINABLE TRAVEL

Cycle to Work and Electric Car
Scheme.

COLLEGE BENEFITS

Discount on private events held at
Girton.

UNIVERSITY BENEFITS

Access to local University
discounts.

FAMILY SUPPORT

Access to a Holiday Playscheme.

Some benefits are non-contractual.

How to apply

To apply, please submit a CV and a covering letter detailing how your skills and experience match the person specification to recruitment@girton.cam.ac.uk

The closing date for applications is **Thursday 27 August at 9am** and interviews will be taking place on **Friday 11 September**.

If you require additional information or support, please email recruitment@girton.cam.ac.uk

The post is subject to College policies, mandatory training and reasonable related duties. The job description is reviewed periodically.