

JOB DESCRIPTION

Business Development Manager – Conferences & Events

College Background

Founded in 1869, Girton College was the first residential institution in the United Kingdom to offer higher education to women, going mixed in 1979. Today, Girton remains a diverse, ambitious and inclusive academic community, combining academic excellence with a commitment to widening participation and opportunity.

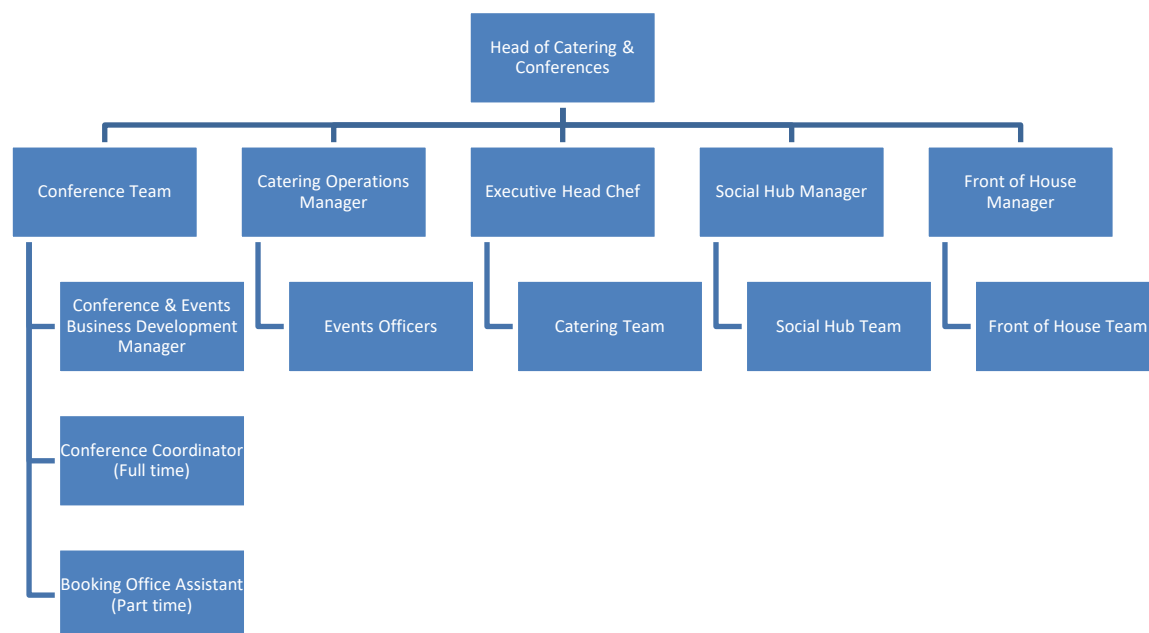
Set within 50 acres of landscaped grounds on the edge of Cambridge, and with ample parking and sporting facilities, Girton offers a distinctive venue for conferences, meetings, residential events, dinners, weddings and summer schools, all of which business forms a significant contributor to the funding of its core educational mission. The College welcomes a wide range of commercial and institutional clients throughout the year and is committed to developing its conference and events business as a significant source of income to support its educational mission. The College is poised for a significant expansion of its residential accommodation and public spaces over the next three years: as such it is looking to develop significantly its commercial client relationships in order to maximise the business opportunity once the new facilities are complete.

Role Purpose and Department Structure

Team/ Department: Catering and Conferences

Reporting to: The Head of Catering and Conferences

Close working with: The Catering and Conference teams, The Finance Office , the House Services and Accommodation teams and the Communications team.



The Opportunity

Girton College is seeking an energetic, commercially focused and entrepreneurial Business Development Manager to drive growth across its conferences, events and accommodation business.

We are looking for someone who enjoys winning business, developing client relationships and generating profitable revenue. The successful candidate will take ownership of the sales pipeline, identify new market

opportunities, convert enquiries into confirmed bookings and maximise the commercial potential of the College's facilities.

The postholder will act as the College's conferencing ambassador in the conference and events marketplace and will be expected to make a measurable contribution to revenue growth.

This is not primarily an events administration role. The aim is to unlock and nurture commercial opportunities in a way that complements and strengthens the College's enduring mission as a vibrant residential community dedicated to education, learning, and research.

Role Duties and Responsibilities

Business Development

- Develop and implement a sales strategy to grow conference, events and accommodation revenue. Identify and secure new business opportunities across corporate, academic, association, agency, wedding and private event markets.
- In particular, identify and engage clients for the new facilities under construction
- Build and maintain a strong sales pipeline through proactive prospecting, networking and relationship management.
- Develop long-term relationships with clients, agents, event organisers and corporate buyers.
- Conduct sales meetings, presentations and venue show-rounds.
- Attend exhibitions, trade fairs, networking events and industry forums to promote Girton College.
- Establish Girton as a preferred venue within the Cambridge conference and events market.
- Generate repeat and referral business through outstanding client relationship management.

Sales and Revenue Growth

- Lead the conversion of enquiries into profitable bookings.
- With the Conference team, maximise Simpleview (Cambridge central enquiry point) conversions
- Prepare proposals, quotations and contracts.
- Negotiate commercial terms whilst protecting profitability, and ensuring that business is selected with a clear view of attractive bottom-line contribution
- Achieve agreed annual revenue, occupancy and conversion targets.
- Monitor booking trends and take action to maximise yield and occupancy.
- Identify opportunities for upselling accommodation, catering, AV services and premium event packages.

, Marketing and Market Development

- Lead commercial marketing activity relating to conferences, events and accommodation.
- Ensure the College's conference and events website remains compelling, accurate and commercially effective.
- Develop targeted marketing campaigns to generate enquiries.
- Use social media, email marketing and digital channels to support lead generation.
- Monitor competitor activity and identify emerging market opportunities.
Recommend improvements to products, services and pricing based on market intelligence.

Client Management and Event Oversight

- Act as the primary contact for prospective commercial clients.
- Build strong relationships throughout the client journey.
- Ensure a seamless handover to operational teams once bookings are confirmed, and oversee quality of delivery throughout.
- Gather and analyse client feedback to improve service delivery and encourage repeat business.

Performance and Reporting

- Maintain accurate Customer Relationship Management and sales records.
- Monitor enquiry levels, conversion rates, average booking values and revenue performance.
- Prepare monthly reports for the Head of Catering & Conferences.
- Contribute to annual budgeting and commercial planning.

What Success Looks Like

The successful candidate will:

- Deliver measurable year-on-year profitable revenue growth.
- Optimise conference and events occupancy levels and increase revenue per available room
- Grow the volume of repeat and referral business.
- Develop new client relationships and market sectors.
- Improve enquiry conversion rates.
- Enhance Girton's profile within the Cambridge events market.

General

- The post holder will be required to work in accordance with College policies and procedures.
- The post holder will be expected to participate in training designed to minimise occupational risks. This may include manual handling training, safe use of Display Screen Equipment, PREVENT, GDPR and other data protection training and Health & Safety training as advised.
- Any other reasonable duties as requested by your Line Manager and Head of Department.

Every job description in the organisation will be subject to a review on an annual basis at the time of the PDR meeting and may be reviewed as a result of a change in strategic direction or operational requirements.

It is the shared responsibility of the role holder and their line manager to ensure that job descriptions are kept up to date.

PERSON SPECIFICATION

Short-listing will be based on the following specification, which candidates should bear in mind when preparing their application to ensure that their application and suitability reflects the essential requirements of the role.

Qualifications	Essential	Desirable	Method of assessment
A bachelor's degree in Marketing, Events, Communications or a related field		✓	CV and Cover Letter Interview
Skills and Experience	Essential	Desirable	Method of assessment
Proven track record of business development and sales success	✓		CV and Cover Letter
Experience within conferences, hospitality, venues, hotels or events	✓		Interview
Demonstrable experience of generating new business and exceeding revenue targets	✓		References
Experience managing a sales pipeline and converting opportunities into income	✓		
Experience of producing proposals, quotations and commercial agreements	✓		
Strong networking and relationship-building track record	✓		
Strong organisational skills with the ability to manage multiple enquiries and deadline	✓		
Experience using social media for business promotion and lead generation.	✓		
Knowledge of kinetics or other event management Software		✓	
Experience working with conference agents and venue-finding agencies		✓	
Personal qualities	Essential	Desirable	Method of assessment
Strong communication and interpersonal skills	✓		CV and Cover Letter
Proactive, self-motivated, entrepreneurial and comfortable working in a fast-paced environment.	✓		Interview
A positive, professional, people-first approach with a passion for hospitality and events.	✓		References
High level of ownership and reliability	✓		
Confident and resilient	✓		
Professional and credible ambassador for the College	✓		

As an employer, we care for and look after our employees, ensuring fair and equal treatment. Any necessary adjustments will be considered to the above in keeping with the requirements of the Equality Act 2010.

EMPLOYMENT

Salary	USSS Point 40-45 (£37,369 - £43,099) (depending on skills and experience).
Working arrangements	Full Time, 35 hours per week.
Contract term	Permanent, subject to a six-month probationary period.
Annual leave	26 days paid holiday plus 8 public holidays.
Other	We also offer: - Life Assurance 3 X Annual salary - Employee Assistance Programme - Workplace Pension - Health Cash Plan (MediCash) - Cycle to Work Scheme - Electric Car Scheme - Gym & swimming pool - Free Staff Lunch and refreshments - Staff discount to hold private events in College - Local Discounts via the University - Access to a Holiday Playscheme <i>Some of the above are non-contractual</i>