

Direct Tel: 0161 876 2086
Email: recruitment@thelowry.com



PRIVATE & CONFIDENTIAL

Dear Sir/Madam,

APPOINTMENT OF CONFERENCE MARKETING AND ADMINISTRATION MANAGER

Thank you for your interest in the above post. Please find enclosed the job description and personal specification for Conference Marketing and Administration Manager.

To apply for this position, please complete the application form. Under the Additional Information section please describe how you will apply your knowledge, experience, skills and qualities to fulfil the main duties and responsibilities of the post within a high profile visual and performing arts facility.

The application deadline for this position is Monday 18 June 2018 at 10:00am. Please email this to recruitment@thelowry.com or post to Human Resources, The Lowry, Pier 8, Salford Quays, M50 3AZ.

Please be advised that The Lowry holds application forms and interview notes for unsuccessful candidates for 6 months, which will be stored in a secure manner. After the 6 month period, all data will be securely destroyed. If you require any further information please refer to The Lowry's Privacy Policy which can be found on The Lowry's website.

Thank you again for your interest in The Lowry.

Yours faithfully,

Kay Sutton
Human Resources Advisor



JOB DESCRIPTION

Post Title: Conference Marketing and Administration Manager

Department: Hospitality Department

Reports to: Corporate Sales Manager

JOB PURPOSE

Within agreed financial and business parameters formulate, implement, monitor and evaluate the marketing strategy for the conference and events business at The Lowry.

To ensure all conference and events business systems and reporting are operated and administered efficiently, in order to provide timely and accurate business data at all times

MAIN DUTIES AND RESPONSIBILITIES

Formulate and implement the agreed marketing plan, ensuring protection of the brand, quality of design and production within specified timescales

Work with design team on project briefs and implementation, including copy writing responsibility

Monitor and evaluate all marketing activities, providing detailed assessment of performance, to include but not limited to all print, web/electronic promotions, advertising, exhibitions and familiarisation/sales visits

Provide detailed business and financial reports, including but not limited to regular forecasting reports and statistical data, quarterly and annual business reviews, including client feedback. To assist with the production of monthly management reports and the annual business plan

Complete the financial analysis of all conference and events invoices and report accordingly, including attendance at departmental accounts reviews

Be responsible for the Artifax software system, in particular management of the database

Practical lead on departmental GDPR implementation and adherence

Liaise with all other members of the conference and events team, including assistance with event sales and coordination, and attendance at trade shows

Liaise with external suppliers and agencies for all aspects of departmental activity, including printers, event managers and trade show organisers

Promote and comply with legislation and The Lowry's policies on equal opportunities and health & safety both in the delivery of services and the treatment of others

Identify and undertake training and development as required in order to meet personal and business needs

Undertake any other reasonable duties commensurate with the level of the post so as to ensure the smooth running of The Lowry

REVIEW ARRANGEMENTS

This job information cannot be all encompassing. It is inevitable that over time the emphasis of the job may change, without changing the general character of the job or level of duties and responsibilities. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect the appropriate changes.

CRITERIA	ESSENTIAL	DESIRABLE
SKILLS/ABILITIES	<p>Self-motivated and proactive individual who can work to deadlines</p> <p>Ability to review, analyse and report financial data</p> <p>Excellent communication and interpersonal skills, with the ability to relate with a wide cross section of people</p> <p>Excellent organisational and time management skills</p> <p>Excellent business reporting and written presentation skills</p>	
KNOWLEDGE	<p>Knowledge of marketing planning and implementation</p> <p>Knowledge of web, on-line and e-marketing activities including implementation</p>	<p>An active interest in conference and event trends and innovations</p> <p>Knowledge of conference and events sales processes</p>
QUALIFICATIONS / TRAINING / EDUCATION		Industry related degree qualification or equivalent
EXPERIENCE	<p>Experience in the conferences and events industry</p> <p>Experience of marketing</p> <p>Experience of report writing, invoicing and financial coding</p>	<p>Experience of marketing conferences and events within visitor attractions</p> <p>Experience of business report writing and presentation</p> <p>Working with design agencies, including writing briefs and managing budgets</p>

OTHER REQUIREMENTS	Computer literate including Microsoft Office An understanding and empathy of The Lowry's core functions A flexible and adaptable approach to fulfilling the duties of the post	Knowledge of Artifax Event
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