Further Particulars for the posts of
Hospitality and Events Manager

February 2024
About the College

St. John’s College is one of the largest of the University of Cambridge’s 31 colleges. Colleges are where students live, eat and socialise, and receive small group teaching sessions. St John’s has about 900 students, 160 Fellows (that is, resident academics who teach and research), and about 250 staff.

The buildings and grounds of St John’s are a magnificent environment in which to work, but it is the people of St John’s who give the place its unique identity. Diversity, independence and intellectual excellence make it a dynamic place in which people can thrive. Read more about St John’s on the College’s website: [www.joh.cam.ac.uk](http://www.joh.cam.ac.uk).

Background

We are looking to recruit an enthusiastic Hospitality and Events Manager to join the Catering & Hospitality team, in this community-based initiative.

The ideal candidate will be a passionate and experienced events professional with a commitment to achieving excellent customer service across all aspects of College Hospitality and events for both internal and external clients.

The candidate will require outstanding communications skills, experience of strategic planning and the setting and delivery of KPIs and targets, alongside knowledge and understanding of General Data Protection Regulations.
The Catering Department

The primary aim of the Catering and Hospitality department is to provide for all our customers the highest standard of food and customer service that in turn exceeds their expectations.

The Catering department is comprised of the following:

The **Fellows Team** delivers all the events organised for or by the Fellows and/or the Master of the College.

The **Functions Team** delivers events such as formal hall, conferences and private dining held within College.

The **Buttery Dining Room Team** is responsible for feeding students, staff members, Fellows and members of the public that visit the buttery at lunch or dinner.

The **Bar Team** serves excellent drinks and snacks in the bar, while ensuring full licensing law compliance and duty of care.

The **Café Team** are responsible for the café during its opening hours, preparing and serving delicious barista coffees, and amazing food and other drinks.

The **Kitchen Team** is at the centre of all the departments, preparing the delicious food served in all areas of the College.
Job Purpose
To lead and develop the Hospitality and Events team to support the delivery of internal and external business at St John’s College, maximise revenue opportunities, while maintaining the core functions of the College, and build relationships with its internal stakeholders.

Role Overview
The primary objectives of the role are to:
• Support and develop existing internal and external business through effective relationship management
• Support all College hospitality and internal customer events run by the wider community of Fellows, students, alumni, and staff.
• Maintain relationships within internal stakeholders in the provision of College Hospitality and the running of St John’s events.
• Maximise revenue from existing and new commercial business
• Develop a competitive strategy in support of the Catering department’s aims
• Efficiently manage information flow to the various stakeholders
• Manage and develop the Events bookings team
• Have a critical eye on the customer journey from initial enquiry to final communications
• Provide weekly event documents for Catering & Hospitality Head of Departments

Principal Responsibilities
Develop relationship with College and external stakeholders
• Foster positive relationships with College Hospitality stakeholders to ensure the excellent delivery of the college’s calendar of activities
• Encourage cross department team collaboration including client feedback to help formulate future planning and development
• Ensure events management systems (including Kinetics/Pulse) are kept up to date with all meeting, accommodation, and catering booking information to ensure stakeholder departments can prioritise their workflow and staffing requirements
• Ensure timely, efficient, accurate handovers of information to the operational teams to promote excellent service
• Be the principal point of contact on the day for key internal and external events
• Ensure all administration; including invoicing is carried out within required timescales
• Organise local networking events and attend industry events where appropriate to raise the profile of St John’s College in the wider local community
Sales, Growth and Business Development

- Produce a strategic plan for sales generation, retention, growth and yield conversion of catering services and the use of hospitality spaces, in line with St John’s College strategic plan and the Catering and Hospitality department’s objectives
- Achieve individual revenue targets and contribute towards the overall departmental profitability
- Measurable generation of sales and activity, in particular through leads and organisations such as Meet Cambridge
- Manage third party agents and set strategies for future business development
- Maximise new business through competitor analysis, marketing, and the relationship management of existing and potential clients
- Set rates and changes on an annual basis in liaison with the Catering & Hospitality Manager
- Ensure dynamic and analytical approach to assisting all client bases whether internal (Fellows, students, staff, alum, student societies) or external (commercial clients)
- Maintain knowledge of competitors’ packages and rates by performing regular competitor analysis
- Understand industry drivers and their potential impact on growth and client retention; identify latest trends, products, and marketing intelligence

Events Booking Team Management

- Manage the Hospitality and Events team effectively; ensuring SDR’s (annual reviews) are completed annually and to set target-specific objectives and identify training needs to develop the team further
- Motivate and develop the team to deliver all aspects of their roles, providing an environment that allows personal growth and development through a programme of coaching and training.
- Ensure understanding of the departmental and College aims the team contributes to
- Enable the team to prioritise workload and deliver deadlines within their remit

IT and Software Management

- Be the departmental champion in the use, configuration, and training of Kinetics to the Catering teams and support IT in the continuous improvement of the application of the product.
- Oversee the correct use of department systems and liaise with IT to ensure any issues are resolved in a timely manner
- Coordinate any needs for AV and IT support as requested by customers
- Make recommendations of new products or systems to help streamline the management and sharing of information
- Foster collaborative relationships within the Catering teams to ensure understanding of systems to help cover holidays and sickness
Person Specification

Set out below are the qualifications, experience, skills and knowledge that are the minimum essential requirements for the role or are desirable additional attributes.

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<tr>
<th>Qualifications, Knowledge and Experience</th>
<th>Essential</th>
<th>Desirable</th>
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<td></td>
<td>• Sales and Events experience in the Hospitality industry</td>
<td>• Educated to a university degree</td>
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<td>• Excellent communication skills</td>
<td>• General knowledge of College life and environment</td>
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<td>• Experience of strategic planning and delivery of KPI’s and targets</td>
<td>• Knowledge of Cambridge and the events marketplace</td>
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<td>• Experience of event planning and execution</td>
<td>• Experience of working with a variety of stakeholders on events and projects</td>
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<td>• People management experience in a similar role</td>
<td>• Understanding of running hybrid meetings</td>
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<td>• Knowledge and understanding of General Data Protection Regulation</td>
<td>• Knowledge of the Meet Cambridge enquiry system</td>
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<th>Skills, Abilities and Competencies</th>
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<th>Desirable</th>
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<tr>
<td></td>
<td>• In-depth knowledge of an Events Management Software systems, ideally Kinetics and/or Pulse</td>
<td>• Knowledge of running hybrid meetings</td>
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<td>• Competent user of Microsoft One Drive, Teams, SharePoint</td>
<td>• Knowledge of the Meet Cambridge enquiry system</td>
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<td>• An excellent level of written and spoken English</td>
<td>• Knowledge of running hybrid meetings</td>
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<td>• Excellent interpersonal skills</td>
<td>• Knowledge of the Meet Cambridge enquiry system</td>
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<td>• Excellent telephone manner and email etiquette</td>
<td>• Knowledge of running hybrid meetings</td>
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<td></td>
<td>• Positive, passionate, and collaborative</td>
<td>• Knowledge of the Meet Cambridge enquiry system</td>
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<td>• Strong work ethic and customer focused</td>
<td>• Knowledge of running hybrid meetings</td>
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<td>• Excellent communicator and a competent negotiator</td>
<td>• Knowledge of running hybrid meetings</td>
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<td>• Adaptive and reactive to change and variety</td>
<td>• Knowledge of running hybrid meetings</td>
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Terms & Conditions

Post: **Hospitality and Events Manager**
Length of post: Permanent
Hours of work: 39.25 hours per week (based on a 5 day over 7 rota pattern to include evenings and weekends as to meet business requirements).
Salary: The salary for the post will be between £35,758.93—£39,857.91 p.a. (depending on experience)
Location: The roles are based at St John’s College in Cambridge.

Contractual benefits include:
- Membership of a Defined Contribution Pension Scheme after a qualifying period
- Additional Christmas salary payment
- Annual leave of 36 working days (inclusive of Bank Holidays)

Other benefits include:
- Free lunch in the College’s Buttery Dining Room (subject to a monetary limit)
- Access to a ‘cash plan’ healthcare scheme currently provided by Simplyhealth which provides some financial assistance towards the cost of everyday health expenses such as sight tests or dental check-ups after a qualifying period
- Free car parking close to the College (subject to availability)
- Free use of an on-site Gym
- Free life cover

Read more about the benefits of working at St John’s.

The appointment will be subject to an initial probationary period of six months during which the position may be terminated by one week’s notice on either side. Following the successful completion of the probationary period, the period of notice is one month on either side.
Recruitment Process

The deadline to apply is 9.00 am on Monday 25 March 2024.

Please include in your application:

- A fully completed application form
- A brief covering letter summarising why you believe yourself to be suitable for the role and why the role appeals to you
- Details of two referees, one of whom should have detailed knowledge of your ability in regards to the requirement of the role
- A full and up to date c.v.

Applications should be sent:

by email to: recruitment@joh.cam.ac.uk
or by post to: HR Department, St John’s College, Cambridge, CB2 1TP

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and its Data Protection Policy. Please see attached for a copy of our Data Protection Statement for further information about how we process your personal data.