

Venue-finding & Marketing Executive (April 2022)

About Meet Cambridge

Our Mission Statement

Meet Cambridge is the conference and events bureau for Cambridge and the only official venue-finding service for space at The University of Cambridge and the Cambridge Colleges. We offer impartial advice and a comprehensive suite of services to help clients deliver exceptional events, from free venue sourcing to full event management. Our extensive portfolio also includes hotels and unique properties in and around the city, providing creative and imaginative settings for all types of events.

Our Purpose

- To position Cambridge as one of the top destinations for events by collaborative destination marketing activities for the City's conference, meetings and events venues.
- To ensure that Meet Cambridge is positioned as the *free, official, go-to* support for venue finding and event management in Cambridge and to be recognised for our service regionally, nationally and internationally.
- To attract new business for our member venues.

Responsibilities of Venue-finding Executive

Deliver Great Service to Event Organiser Clients

- Responding professionally to any enquiries by phone, email, in person, live chat or social media.
- Monitoring offline, live chat and Customer Satisfaction Questionnaires.
- Assisting as required with Mystery Shopping Exercises.
- Processing and managing enquiry follow ups with clients and venues, to ascertain and record the outcome and value.
- Maintaining database (Simpleview), ensuring records are accurately entered and performing regular 'cleaning' activity as required.
- Meeting with clients, arranging and accompanying site visits.
- Multi-site services coordinating venue responses for large events and collating proposals.

Deliver Benefits for Venue Membership & Maximise Venue Engagement

- Responding to venue support queries in a timely manner.
- Meeting regularly with venues, keep knowledge of venues current and update database records accordingly.
- Recruiting and meeting new venue members as required; administrating set up of new accounts
- Attending networking opportunities and other events as required.
- Providing training for new staff and refresher training on processes as required, to encourage best practice with processes.
- Producing reports for venue members when requested.

Marketing, Exhibitions & Events

- Assisting the Head of Meet Cambridge and the Deputy Manager with marketing related tasks.
- Attending and representing the organisation at industry and regional events and exhibitions as requested.
- Attending and representing the organisation at University events and exhibitions as requested.
- Supporting and attending venue members' events as requested.
- Supporting and attending events hosted by Meet Cambridge.
- Assisting with the planning and hosting of Meet Cambridge events.
- Assisting with the planning, and accompanying press and FAM trips as requested.

Ambassador Programme

- Supporting activity for the programme as requested.

Reporting

- Reporting for annual review stats and other reports as requested.

Sustainability

- Maintaining our efforts in line with Meet Cambridge's Sustainability Policy

Event Industry Suppliers & Other Strategic Partners

- As required, working with suppliers and maintain records.
- Local knowledge/partnerships – an understanding of the local area and our industry and regional partners.

Team, Office & Administration

- Be part of the team; support colleagues to ensure harmony and well-being.
- Provide training for new Meet Cambridge staff – Simpleview training: training on enquiry handling, on responding to emails/calls etc and supporting them on a day to day basis.
- Updating the team diary; and arrangements for team activities.
- Organisation of, and minute taking for meetings as requested.
- Premises, utilities and office administration as requested.
- Ordering stationery and office equipment as needed.
- You have a duty to take reasonable care of your own well-being and that of all other employees, and a personal responsibility for ensuring adherence to our health and safety policy and procedures.

Person Description

Friendly, enthusiastic and organised individual who can be flexible, working in a small busy team, with drive and motivation to work independently.

Experience

- Database/CRM



- Experience of Emarketing Software
- Experience in a customer service role
- Experience of the events industry (desirable)
- Experience of destination marketing or a desire to learn

Competencies

- IT Literate
- Excellent written communication skills and professional telephone manner
- Exacting standards and an eye for detail
- Understanding of GDPR
- Knowledge of Cambridge and venues
- Understanding of sustainability issues

Reports to Head of Meet Cambridge or Deputy Manager

Full time, on site - 37.5 hours per week worked Mon-Fri 09.00-17.00

Occasional overtime may be requested with time off in lieu.

The role is based in central Cambridge.