



Job Description

Job Title:	Head of Commercial Sales and Events
Directorate:	Commercial Services
Job type:	Professional Services
Grade:	9
Accountable to:	Director of Commercial Services
Accountable for:	Head of Sales and Marketing Kinetics Systems & Conf Management Officer New Business Manager
Purpose of the Post	
To be responsible to translate University Strategy to strategic and operational plans to deliver exceptional income generation and conference services bespoke to the needs of Royal Holloway. To develop strategy and drive operational excellence, optimise revenue and profit, deliver financial sustainability and deliver excellent customer service. To deputise for the Director of Commercial Services.	
Key Tasks	
Role Responsibilities	
- To be responsible for developing a highly profitable commercial conference and events business for the University - To be responsible for negotiating high value contracts with clients to maximise return to the University whilst ensuring clients satisfaction. - To provide an entrepreneurial approach to seeking opportunities for profitable income generation both at Egham and Central London campus - To work closely with all operational areas to ensure that there is clear communication regarding client requirements and deliverables. - To work closely with all operational departments to ensure that requirement of event is delivered to client specifications and highest standards of customer service. - To use an innovative approach to the design and operation of conference and commercial events, maximising effective use, customer satisfaction and profitability.	
Leadership and Management	
- To provide effective and inspirational leadership to conference and sales teams to ensure that services provided are of the highest standard and staff are motivated to deliver high quality, commercially aware, customer led services. - To structure the service in a way that meets the needs of the University and is flexible to respond to opportunities as they arise.	

- To recruit, coach, appraise and develop training plans for all staff within the conference and sales teams to ensure that they have the skills, aptitude and attitude required to be high performing teams.
- To actively delegate responsibly for delivering results through conference and operational teams whilst maintaining overall accountability for client requirements.
- To give regular and effective feedback on individual and team performance, whether good or bad, to offer fair and effective praise and recognition whilst dealing with underperformance issues fairly and effectively.

Strategic

- To be responsible for the strategic oversight of the current business portfolio and to investigate and recommend how the service can be improved in terms of both the commercial performance and customer satisfaction.
- To actively engage with the academic community on delivery of research conferences and marketing of facilities.
- To be responsible for developing, implementing and monitoring annual operating plans for conferences.
- To develop and monitor service level agreements and key performance indicators for all aspects of the business.
- To be responsible for proactively seeking new ideas and methods of working to ensure that services provided are exemplars of client focused service delivery.
- To develop a personal network both within and external to the University to ensure knowledge is up to date.

Financial

- To operate Conference and Sales to sound financial principles, setting and distributing annual budgets optimising income and managing of costs.
- To negotiate, prepare and monitor contracts with external clients to maximise University profit and maintain client relationships.
- To actively seek and develop new business opportunities and clients to maximise bottom line profit and contribute to business cases for the enhancement of existing and new facilities.
- To ensure effective marketing and sales strategies are developed that deliver measurable results.
- To analyse external business opportunities and markets to ensure that business decisions prioritise profitability.
- To develop, interpret and manage financial metrics and reports to inform teams as to expectations and performance.
- To ensure the pricing strategy achieves key organisational objectives by delivering bottom line profit, whilst ensuring value for money for customers.
- To manage the sourcing and tendering of supplies and services to ensure best value and compliance with University procedures.

Legislative and Compliance

- To ensure the service is compliant with, and operates to, the highest standards of health and safety at all times.
- To be aware of legislation and University policy that impacts the business and to develop policies and procedures to ensure compliance.
- To deliver the requirements of Terrorism (Protection of Premises) Act 2025 (Martyn's Law) as it applies to commercial events and activities.

Customer Focus

- To develop systems and services that truly put our customers at the centre of our decision making.
- To constantly seek and act upon feedback from all customer groups to improve service and develop new business opportunities.

- To set aspirational and measurable quality standards across the full range of services and to ensure these are met and an ethos of continual improvement achieved.
- To develop, monitor and operate a two-way communication system with all customers groups using a range of methods including appropriate social media

Administrative

- To prepare reports on various aspects of the business for presenting to University Boards and for internal communication.
- To prepare and present presentations on various aspects of the business to aid internal and external understanding of the business.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

Our Values

Advancing equity and inclusion is central to our identity as a University of Social Purpose, guided by our values of being Respectful, Innovative, Open, and Daring. We strive to build a fair and inclusive environment for all colleagues and students, where we challenge ourselves and others with integrity, and approach difference with understanding and kindness. Every member of our community is expected to treat others with dignity, work collaboratively across a wide range of backgrounds and perspectives, and contribute to a place where everyone can participate fully and feel valued.

Person Specification Head of Commercial Sales and Events		
Criteria	Essential	Desirable
Qualifications		
Post A level qualification (preferably degree level) or equivalent relevant CPD/experience.	X	
CPD in Marketing or Sales	X	
Experience		
Significant experience of successfully managing a conference / sales operation preferably within a HEI environment or similar.	X	
Proven track record of negotiating high value client contracts.	X	
Experience of developing, motivating and managing high performing teams.	X	
Experience of developing new business proposals and identifying business opportunities.	X	
Skills and Abilities		
A high degree of financial acumen and the ability to analyse financial data to inform decision making.	X	
Ability to develop innovative strategies to increase customer satisfaction and commercial performance.	X	
Ability to support the development of strategic plans including experience of writing and presenting concise reports and business plans.	X	
Ability to complete conflicting tasks within deadlines.	X	
Open, approachable and participative management style with a commitment to staff development.	X	
Other Requirements		
Flexible approach to working hours including weekends and evening as necessary.	X	