



JOB DESCRIPTION FOR

ENTERPRISE MANGER

Professional Duties

The role holder is responsible for the management of commercial events at St Nicholas' School and will report to the Headmistress.

Main Duties

- To ensure the highest possible standards of organisation, presentation and delivery to ensure that events promote and reflect the school's ethos.
- To plan and oversee the organisation of external events and lettings.
- To actively promote events and lettings to the public, with the aim of generating income for St Nicholas' School.
- To be a professional and competent representative of St Nicholas' School, as this is a high profile role.

Key areas and responsibilities

Commercial Activity

- Create an overall strategy for generating commercial income which complements the ethos of St Nicholas' School.
- Identify opportunities for generating commercial income, ensuring a blend and balance of high quality activities.
- Be strategic and proactive in initiating contact with potential customers.
- Meet with potential customers to show the facilities available.
- Oversee and manage all external events and hires, while being on site throughout (or in negotiation, organising for others to be on site).
- Disseminate relevant information, such as brochures and literature, and help to produce the content where appropriate.
- Ensure all relevant marketing and social media content is up-to-date.
- Work with all stakeholders, including the SMT, Registrar, Brand Manager, Maintenance, Catering etc.
- Review and update any relevant venue/food/hire costs year on year; through undertaking market research of local competitors.

- Help to develop the school's standing in the local community.

Events Management

- Prepare for adequate planning time and have experience in event management.
- Appropriate levels of staff supervision at external events.
- Liaise with the SMT in regard to the school's events, to foresee any future clashes of the external and internal school events.
- Liaise with the facilities team and catering team as appropriate to book in events and hires.
- Ensure that risk assessments are completed in accordance with school's policies for events and hires.
- Ensure all documentation including contracts, DBS checks, insurance, mission statements are in place before each hire.
- Ensure the school's Safeguarding Policy is adhered to when necessary for all events and hires.
- Monitor progress of event-planning to ensure their efficient delivery and completion progress towards completion.
- Undertake effective evaluation and constant review of events to maximise sales within a competitive market.
- Understand the school's premises licence and licensing objectives.
- Communicate with any external bodies as appropriate.

Communication and relationships

- Ensure excellent communication and fast response with clients regarding events, including follow ups on enquiries to help create more bookings.
- Meet with the Head and Bursar each week.
- Ensure the discussion and transmission of events issues, requirements and agreed procedures to all relevant parties.
- Support effective communication and conclusions of meetings and any other documentation or memos to the relevant members of staff.
- Be aware of the school's events-related information on the school website/ social media, ensuring this is up-to-date.
- Co-ordinate with all staff involved in the school's internal events, to avoid clashes etc and to enable both internal and external events to take place.
- Liaise with the maintenance team regarding use of the buildings for bookings and related Health and Safety issues.
- Liaise with the Catering Manager regarding hospitality needs where appropriate

Finance

- As necessary, with the Head and Bursar, manage appropriate income and expenditure.
- Contribute to budgeting as required, including staff/food/building costs in relation to external events.
- Prepare any quotes for clients.
- Liaise with accounts for invoicing.

- Log and keep up-to-date information of income from external events.
- Research competitors pricing to remain competitive in the surrounding market