



Royal College of Anaesthetists

Venue Bookings Manager

Directorate: Membership, Media and Development

Reports to: Head of Content

Band: C

1.1 Job purpose

The Venue Bookings Manager is the main point of contact for clients, overseeing all aspects of the booking process, including managing enquiries, conducting site visits and administering bookings. Working closely with colleagues, this role coordinates facilities, catering and AV functions to ensure clients receive a seamless and memorable experience.

1.2 Key tasks and responsibilities

Venue Marketing

- Develop, implement and successfully deliver a sales plan that grows revenue, identifies opportunities for new business development and converts incoming leads into sales
- Cultivate and maintain relationships with new and existing venue hire customers and develop local business partnership opportunities
- Collaborate with agencies to position the venue effectively and attract new clients
- Maintain a client and lead list and use it to generate new business
- Create marketing materials, promotional campaigns, and hospitality activities
- Maintain accurate and up-to-date venue pages on the College website
- Organise hospitality events and client or agency visits to promote the venue
- Maintain current and accurate knowledge of competitor products and market trends
- Gather feedback from clients to build accurate customer profiles and service requirements

Booking Management and Finances

- Exceed budgeted income targets and deliver strong results for the College
- Devise and deliver the venue sales strategy, optimising sales and profitability while effectively managing the venue space in a fast-paced sales environment
- Conduct site visits to showcase facilities and explain services and terms and conditions
- Administer booking contracts using the room booking system and Microsoft Dynamics CRM, adhering to approved booking procedures, policies, and guidelines
- Work with the Finance Team to ensure timely and accurate invoicing and payments
- Work with internal service providers to support clients in a safe, efficient, and timely manner, hosting weekly meetings to coordinate delivery
- Collaborate with internal stakeholder teams to maintain the accuracy of room bookings

Customer Service

- Act as the primary point of contact for all venue hire bookings
- Gather client requirements and develop persuasive proposals that drive conversion
- Cultivate a customer-centric approach for all interactions with clients that maximises their commitment to book venue hire space and enhances the reputation of the College
- Manage key client accounts to secure repeat bookings and drive growth

- Design and implement customer care policies and procedures
- Address customer complaints and last-minute requests promptly and professionally
- Drive improvements to venue facilities and services, logging service requirements and faults

Administration

- Prepare detailed and accurate reports on income pipeline
- Communicate a weekly schedule of planned activities to relevant departments
- Manage personal and venue bookings diaries to make best use of the College space
- Maintain accurate and comprehensive records of all client contact details and conversations using the room bookings system and CRM

General Duties

- Ensure strict adherence to the College's Health and Safety Policy and related procedures
- Fulfil any additional duties that align with the responsibilities and duties of the position
- Exemplify a professional approach whilst representing the College

1.3 Qualifications, skills, knowledge and experience

- Proven experience in managing conference and meeting room events, preferably in a dynamic and high-volume venue environment
- Successful track record in presenting and marketing a venue to achieve sales targets
- Extensive experience in customer service, including customer liaison and building strong relationships with clients using a CRM and room booking system
- Successful track record in planning, executing, managing, and troubleshooting events and the associated health and safety and risk management practices
- Commercially aware and knowledgeable about the venue industry, including different types of venues, event setups, client needs, food and beverages
- Exceptional organisational and time management skills and attention to detail
- Excellent communication and interpersonal skills, with a talent for building relationships
- Ability to multitask, prioritise and solve problems in a high-pressure, fast-paced environment
- Proven experience managing income sales budgets and contracts
- Flexibility to work outside business hours, including evenings and weekends
- Ability to work independently or as part of a team, with a self-starting attitude and an ability to think creatively
- Ambitious and eager to learn and grow

Desirable:

- Degree in hospitality management, event planning, or a related field.

Signature:

Name:

Date: