

Role Description

The main focus of this role is to plan, organise and oversee the running of events at the Zoo. These will include, but not be limited to, conferences, corporate team building, weddings, private functions and parties, fundraising events, evening events (such as Roar & Snore) and seasonally focused events.

This is a key role that will provide our charity with vital revenue as well as a dynamic, fun and engaging annual programme of events.

You will join our team at a time when we are looking to diversify and revitalise our entire events programme through innovation and imagination.

The role would suit an ambitious and innovative Events Manager who is ready for the challenge of maximising the potential of our 33-acre Zoo!

Position: Permanent

Hours: Full-time, 5 days per week (37.5 hours). Part time will be considered.

Days are allocated on a rota system to meet the needs of the events.

Annual Leave: 30 days (including bank holidays)

Wage: Dependent on experience

Other benefits: Enhanced sick absence, maternity, paternity and adoption leave; Discounts in restaurant and shop; Free zoo entrance for immediate family, and free entry to other BIAZA zoos; Free parking; Assistance in finding accommodation if you need to relocate.

Reporting to: Head of Operations

Main Tasks

- Design and deliver an annual, in-zoo, events programme including conceptualising, planning, managing and leading events from inception through to delivery.
- Ensure that outstanding customer service is being delivered on all events, and that any queries, issues or complaints are resolved professionally in a timely manner.
- Be the principal contact for clients including preparing quotations, contract paperwork, upselling and negotiating bookings.
- Work with your Line Manager, the Head of Operations, to ensure all events achieve pre-agreed profit margins and that reporting on your area of responsibility is delivered in a timely and agreed manner.
- Work with the Head of Operations to devise a system of continual feedback and improvement to maximise customer satisfaction and profitability across your area of responsibility.
- Work with the Head of Operations to generate and develop new ideas for events and income generation.

- Work with our Marketing Team to design and implement an effective Marketing strategy for events including, but not limited to, networking, lead generation and enquiry/sales tracking. This will also require you to provide the Marketing team with information on each event in a timely manner to allow them to organise marketing campaigns and materials for these events. Regularly reviewing relevant marketing collateral, in collaboration with the Marketing Manager, to ensure it is kept up to date and effective.
- Work cooperatively with fellow managers to ensure the effective and efficient management, training and planning of shared staffing, physical resources, products and menus for events. Including, where appropriate, the preparation of rotas and management of directly line managed staff in adherence to charity policies and procedures.
- Facilitate regular “Events” meetings with Department Heads and Managers throughout the zoo to ensure optimal communication, organisation and positive working relationships across departments. This specifically includes supporting the Head of Education and Research for any public engagement events and utilising their support.
- Oversee training and development of the ‘Celebrations’ party host team.
- Develop a network of approved providers to support the delivery of events (e.g. marquee providers, equipment hire, DJ and bands, florists etc.) and maintain strong relationships.
- Seek out and form connections with networks of external volunteers and/or placement students to help support the delivery of large events at the Zoo.
- Research similar organisations to maintain knowledge of current industry trends and “Bench Mark” our offer against others.
- Undertake any other tasks that may be required from time-to-time as may be consistent with the nature and scope of the post.

Employment criteria

Our ideal candidate will:

- Have experience of working within a catering & events industry at supervisory level.
- Be able to demonstrate management and leadership skills.
- Have experience of turning leads into bookings and sales confidence at events and over the phone.
- Possess excellent interpersonal skills to build close working relationships with customers, colleagues and suppliers.
- Have proven outstanding organisational skills
- Be able to work flexible hours including evenings, weekends and holidays.
- Have good skills in computer literacy and a proficient working knowledge of Microsoft office systems.

It would also help if you have:

- Knowledge and experience of developing and costing events and menus.
- Hold a Food Hygiene certificate.
- Have experience of working in a Zoo setting or as part of an organisation with strong ethical focus, charity connection or educational elements.