

DEVIZES TOWN COUNCIL

JOB DESCRIPTION: Venues & Marketing Administrator

Job Purpose:

To undertake the duties and responsibilities of Venues & Marketing Administrator, taking responsibility for the day-to-day booking and administration of the Council's hireable areas and associated duties, whilst marketing them to maximise occupancy and revenue

Responsible To: Venues Operational Manager

Location: Town Hall, Devizes

Main Responsibilities:

1. Responsible for administering to the day-to-day bookings of the Council's hireable areas, maintaining relevant records and disseminating information to all relevant staff.
2. Plan direct mail/email/SMS campaigns and follow up with telesales.
3. To plan and carry out marketing and sales strategies
4. To maintain the content of the venues website and manage all social media content.
5. Joint responsibility with the office staff for the front line reception service dealing with counter enquiries and answering incoming calls.
6. In the absence of the Venues Operational Manager, act as a point of contact for duty staff.
7. Ensure all work practices, use and storage of chemicals and cleaning materials and the use and storage of equipments is carried out in compliance with health and safety at work requirements.

Key Tasks:

1. Liaising with customers over all aspects of their bookings.
2. Monitor and review all bookings to determine customer satisfaction.
3. In conjunction with the Venues Operational Manager, provide open days for the buildings and invite potential customers to the venues.
4. Act as first point of contact to deal with complaints from hirers.
5. Collation of statistical information & revenue data.
6. Liaising with customers and suppliers over menu, wine and bar requirements.
7. Liaise with external marketing/promotions company when appropriate.
8. Carry out market research, competitor and customer surveys.
9. Ensure the customer's requirements for in-house catering are met.
10. Ensure the bookings management information system is fully up to date and time sensitive information is updated and acted upon promptly, to reflect any changes in accordance with the venue's procedures.
11. With others, ensure that all the performance indicators for the office administration are met.
12. The Devizes Town Council is a Quality Council and therefore all members of staff are required be aware of the Council's performance indicators and endeavour to achieve these set targets.

13. To identify to the senior leadership team when the pricing schedule needs to be approved by councillors
14. in a timely fashion. Ensure all systems and publicity material is updated accordingly.
15. The responsibility for the smooth running of the Authority is incumbent on all members of staff. During times of absence of colleagues or high workloads, you will be expected to help with take on additional duties and responsibilities, which are in line with your grade.

General:

1. The post holder has personal responsibility for safety as outlined in the Health and Safety at Work Act 1974.
2. All staff are required to abide by and promote equalities within the Town Council as outlined in the NJC Pay & Conditions of Service.
3. This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or developments.

