



COMMERCIAL DEPARTMENT JOB DESCRIPTION

JOB TITLE:	Events & Facilities Manager
LOCATION:	Farnham Park, Buckinghamshire (likely Apr-Oct) BSUK London office (likely Nov-Mar)
RESPONSIBLE TO:	Head of Commercial
SALARY:	£28,071 - £34,057 including London Weighting
HOURS:	37.5 hours per week
CONTRACT:	Full-time, permanent

OUTLINE OF THE ROLE

A member of the Commercial department supporting the Head of Commercial, you will use strong event management experience to inform and deliver against BSUK's commercial strategy to generate additional revenues and reduce reliance on Sport England funding.

As an experienced event manager, you'll deliver commercially focused events that generate additional revenues. You'll understand marketing and promotion techniques, bring fresh ideas and have the organisational skills required to make sure that events are run professionally and to maximise every opportunity.

In particular, you'll directly manage Farnham Park, the UK's only dedicated baseball and softball facility and our very own 'Field of Dreams', ensuring the operation runs smoothly and that events -- ours and those of our customers -- are delivered seamlessly.

You will work closely with the Commercial, Development and Operations teams, and with Federation members, to deliver against our overall strategy.

Please note that this job description is not exhaustive and the postholder may be required to undertake other duties that complement the responsibilities described below.

ROLES AND RESPONSIBILITIES

Event Management

1. Create an annual events strategy, both nationally and at Farnham Park, to deliver high-quality events that attract new and existing players, meet attendance targets, generate engaging content and also generate incremental revenue or operate on a cost-neutral basis.
2. Be responsible for the management and brief-to-delivery of BSUK events, working to agreed budgets and timescales and working with venues and suppliers as needed, negotiating prices, publicising events and ensuring the events run smoothly.
3. Generate content to provide pre/during/post-event promotion, including online and offline coverage and imagery. Arrange webstreaming for live events with the Content Marketing Executive. Work with third parties on programmes, graphics, artwork, adverts, merchandising, giveaways and banners associated with events.
4. Manage BSUK's Indoor Softball leagues over the winter months.
5. Provide support to Development Managers on the delivery of BSUK's participation events, such as Hit the Pitch corporate softball days.
6. Recruit and oversee the activities of event support staff, which may include activators and volunteers.
7. Provide support to external events hosted by key stakeholders including Federation members, independent event organisers and Major League Baseball.
8. Create fundraising events in the winter 'off season' to raise the profile of baseball, softball, BSUK and our programmes.

Farnham Park

1. Manage our Farnham Park sports facility in Buckinghamshire, BSUK's national facility. The smooth day-to-day running of the facility and the relationships between BSUK and the extended team at Farnham Park, the Home Plate clubhouse and our landlord, South Bucks District Council, are critical to BSUK's success. Responsibilities include:
 - a. P&L of the venue and day-to-day budget management.
 - b. Setting the pricing structure, customer proposition and booking terms and conditions.
 - c. Website content creation and updating.
 - d. Managing staffing and rosters.
 - e. Occasional grounds work.
 - f. Managing the relationship with South Bucks District Council.
2. Manage the relationship with the Home Plate Bar and Kitchen, our clubhouse caterer at Farnham Park operating under a franchise agreement, to ensure the concession is run efficiently, financial reporting commitments are met and that all opportunities for revenue generation are maximised.
3. Manage the field-booking process for Farnham Park including responding to booking enquiries, updating the booking calendar and confirming additional requirements with external suppliers such as portaloos, catering and grass fields. Where grass fields are being used, liaise with other clubs at Farnham Park to confirm bookings and requirements.

4. Ensure the baseball and softball fields are maintained to agreed standards, liaising regularly with ground staff and through regular site visits.
5. Ensure processes are reviewed, established, communicated and clearly understood by everyone involved through regular site visits, meetings and by using Trello, our workflow tool.
6. Work with the Finance & Governance Officer to ensure invoices for Farnham Park bookings are raised and payment received in line with current booking terms and conditions.

During the outdoor playing season from April-October, the role will be based at the BSUK office at Farnham Park, Buckinghamshire and will include weekend work when events are held. The rest of the year, the role will be based at BSUK's London office. Due to the location of Farnham Park, it is preferable that you have the ability to drive there.

PERSON SPECIFICATION

Experience

- A minimum of five years' event management experience from brief-to-delivery.
- Experience of making use of a broad range of marketing, communications and content techniques to deliver events.
- Experience of using a website content management system (CMS).
- Experience and confidence with using social media platforms for owned and paid-for activity.
- Experience of working well as a team player with first class communication skills.
- Budget management experience.
- Experience line-managing a small team.
- Proven ability to work effectively in a team environment, able to demonstrate how you've developed relationships with teams, suppliers and stakeholders.

Skills & Abilities

- A flexible nature due to the requirement to work on weekends and evenings – for which time in lieu/flexible working is provided – and to the split-office location.
- A 'can do' attitude to getting the job done.
- The ability to manage suppliers, contractors and staff, both paid and voluntary.
- Excellent organisational skills and the ability to multi-task.
- Good communication and people skills.
- A creative approach to problem-solving.
- A high level of attention to detail.
- The ability to work autonomously and always meet tight deadlines.
- Confidence in learning to work with new technologies such as a website content management system (CMS) and a customer relationship management platform (CRM).
- An interest in baseball/softball is preferred but playing experience is not essential.