LIVERPOOL EXPERIENCE CAMPUS

JOB DESCRIPTION & ROLE PROFILE

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Operations and Venue Management

Senior Operations and Guest Experience Manager

REPORTS TO: Director of Operations and Venue Management

DIRECT REPORTS: Senior Guest Experience coordinator, Senior Hospitality coordinator and Senior Operations Support coordinator

JOB PURPOSE

To manage and lead the Operations support and Guest Experience team to deliver efficient, safe and effective services to the business including Support services, Resource coordination, Digital scheduling, Guest experience services, Customer feedback and complaint process and hospitality delivery.

MAIN DUTIES AND RESPONSIBILITIES

- To lead the Operations and Guest Experience team to ensure required resource is booked and confirmed for events for the following functions:
    - Security and stewarding event delivery
    - Cleaning event delivery
    - Hospitality
    - Venue Logistics
- To ensure the financial reconciliation and invoicing of resource booking is correctly and accurately followed to ensure no financial wastage occurs.
- To constantly evolve the Operations support team to ensure that support services offered to the wider campus meet the everchanging demands of the event campus.
- Monitor the delivery of digital content to ensure it is received on time, scheduled accordingly.
- Identify any upselling or chargeable opportunities due to volume or late submission of digital content and highlight these to Head of Events to maximise revenue and profitability.
- Manage the central stock of office supplies for both management offices on campus to manage the budget and report on expenditure.
- To own the Halo system and look to continually grow and improve the efficiency of the system.
- To negotiate preferred event rates with the parking services team, maximising secondary revenue whenever possible.

- Support the Director – Operations and Venue Management on setting, monitoring and forecasting the overall departmental budget.
- Collaborate with the Head of Security and Senior FM Manager to continually improve the event delivery, customer experience and site safety as well as continually looking to improve the efficiency of the wider Operations team.
- To fulfil the role of Operational rep – resource for the event cleaning and event security and stewarding contracts. To deal with any escalations on lack of fulfilment. In conjunction with the Head of Security and Cleaning manager continually work with providers on efficiencies and when appropriate the negotiation of preferential rates.
- Produce monthly reports of activities including event security and cleaning KPIS, areas of achievement and areas of improvement for all areas of responsibility within the Operations team.
- Support the Head of Events to gain an in-depth understanding of the event needs, take Operations lead on high profile events and continually look at innovative and efficient measures to meet these needs.
- To take the lead on projects within Liverpool Experience Campus as requested by the Director of Operations and Venue Management.
- To manage the starter and leaver process from a systems perspective
- To manage the radio stock and contract
- To work closely with the Hospitality and Partnerships sales team to ensure that Hospitality sales translate to VIP experiences for events.
- To own the hospitality customer journey and ensure that upselling of secondary services that add value, create revenue, and set the offer apart from competitors e.g., floristry, transport etc. are consistently implemented.
- To own all internal and client led event hospitality to maximise revenue opportunities whilst ensuring that the customer journey is at a consistently high standard. This will include consulting with clients to understand needs and proposing an event delivery solution to meet and exceed these needs.
- To set stewarding and cleaning budgets for all Hospitality products ensuring the best experience is offered, whilst continually looking at savings achieved via efficient resourcing and technological led innovation.
- To set the budget for the Guest Experience team to maximise profitability of the Business Centre and to increase additional income generation of this business unit by creating new revenue streams and up selling existing ones, whilst aligning and amending the offer to match the attendee profile of events in tenancy.
- Oversee the Business Centres located across the campus to ensure that the offer and selling points are aligned to the events in tenancy to maximise income opportunity.
- To own the exhibitor services online ordering platform and ensure that the offer is a constant reflection of available services. To collaborate with managers across the
- business to look at new services that could be added to existing catalogue to continually drive revenue generation.
- Manage the Guest Experience team ensuring that all processes are constantly reviewed and updated to ensure that the customer service delivery are aligned with the events in tenancy and first-class visitor welcomes are maintained in all business areas.
- Promote and develop the “At your service” initiative to the conference and exhibition market to ensure ownership and execution of these services happen effortlessly for events.

- Manage the accreditation system to ensure that all visitors to Liverpool Experience Campus have undergone necessary checks and are made aware of any relevant Health and Safety information.
- Develop standard processes and procedures for the Guest Experience team including customer facing communication policies, response rates and KPIs for Liverpool Experience Campus.
- Assist the Events team to ensure that the Guest Experience team are constantly adding value to the overall event experience for Clients and Delegates alike.
- Support the Event Managers pre, during and post events on all matters related to client and delegate experience, and where possible afford savings on stewarding deployment by delivering this service on smaller events.
- Collaborate with the purchasing team to ensure best value and price on all stock sold in the Business Centre
- To collaborate with the Director of Operations and Venue management on the Accessibility Strategy to achieve the annual objectives outlined in this document. To ensure that all feedback received customers relating directly to accessibility & Neuroinclusion feed into the strategy and or objectives.
- To work with the COO on the review of the campus-wide Customer Experience objective that is inclusive of accessible and neurodiverse needs.
- Manage and implement Liverpool Experience Campus's customer feedback and complaint handling process in line with the Customer Feedback Framework.
- To escalate any significant commercially related customer, experience issues, responses, or decisions to the Commercial and Business Development Director as required. To escalate any significant operational related customer, experience issues, responses or decisions to the Director of Operations and Venue Management.
- Provide monthly, quarterly, and annual reporting on complaint and feedback statistics to the SMT team to identify any consistent service failures.
- To write business cases as and when required for procurement purposes or proposed improvements to the team and service delivery.
- To fulfil the role and take part in the Senior Escalation Manager (SEM) rota. To fulfil the role of silver on major incidents as and when the SEM rota dictates

MANAGEMENT / SUPERVISOR RESPONSIBILITIES

- Lead, manage and motivate the Operations and Guest Experience team to deliver a five-star first class service across all sectors of events.
- Lead on the review of all roles within the team, developing clear and documented processes of working and SOPs, ensuring teams are fully trained and competent in their role.
- Contribute or take the lead on Operations and Venue Management projects as identified by the Director of Operations and Venue Management. This will include managing project stakeholders and associated project budgets.

GENERAL

- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.

- To role model Liverpool Experience Campus' values: One Big Team, Take The Initiative, All Welcome and Every Moment Matters - by demonstrating collaboration, proactive problem solving, inclusivity and a commitment to delivering exceptional experiences in every interaction.
- To embed these values into decision making and behaviours, contributing to an inclusive and high performing culture across the campus.
- To adhere to Liverpool Experience Campus' Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to Liverpool Experience Campus
- To undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.
- It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

ROLE PROFILE

ATTRIBUTES	DESCRIPTION	ESSENTIAL/ DESIRABLE	HOW MEASURED
TRAINING & QUALIFICATIONS	NEBOSH – Essential APM level 4 Desirable Train the trainer – Essential Advanced First Aid – Essential Crowd Management and Spectator Safety – Essential Accident and incident investigation – Essential Fire Safety – Essential COSHH – Essential Environmental and sustainability qualification – Essential		
EXPERIENCE	Substantial experience within a similar level role - Essential Demonstrable experience of managing a team - Essential Substantial experience of project management - Desirable Substantial experience of contractor management - Essential Significant experience of budget management – Essential		I A
SKILLS & KNOWLEDGE	Detailed understanding of Liverpool Experience Campus policy and procures - Desirable. Detailed understanding of health and safety procedures - Essential Developed communication skills to deal with challenging customer complaints - Essential. Developed planning and organisational skills - Essential. Developed critical thinking skills for smooth event management - Essential.		I A

	Advanced time management skills - Essential Advanced ability to prioritise work - Essential. Advanced organisational skills - Essential		
KEY ATTRIBUTES	Emotional intelligence, pragmatic, resilience, internal/external stakeholder management, confidence, excellent verbal and written communication, conflict resolution	Essential	I A

Key for How Measured:

I - Interview **P** - Presentation **A** - Application **E** - Exercise **T** - Test **AC** - Assessment Centre **CS** - Case Study

Signed by Employee:	
Date:	
Signed by Line Manager	
Date	