



NOTES

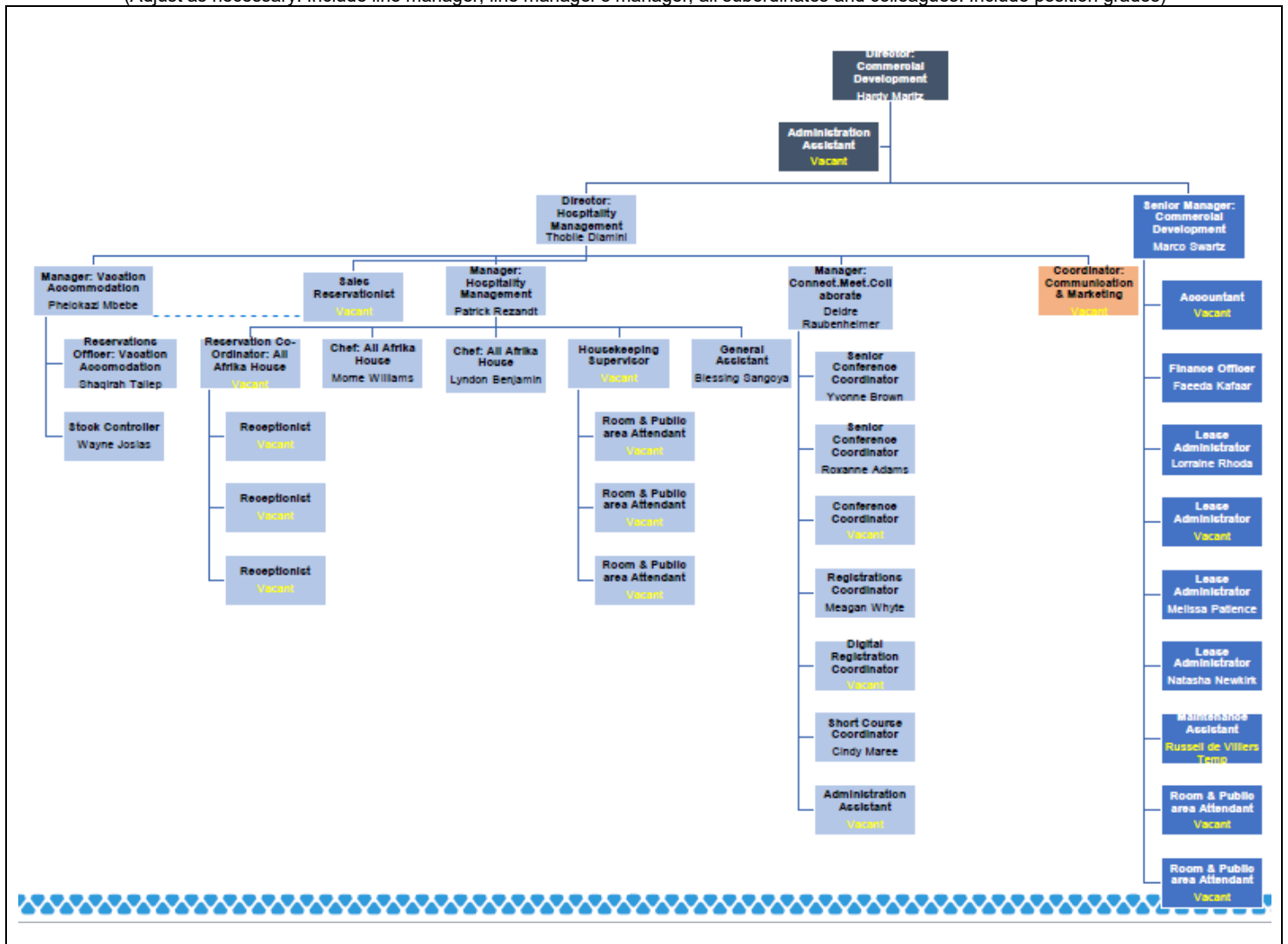
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Senior Conference Coordinator		
Job title (HR Practitioner to provide)	Junior Communications and Marketing Specialist		
Position grade (if known)	PC9	Date last graded (if known)	2018
Academic faculty / PASS department	Finance		
Academic department / PASS unit	Hospitality Management		
Division / section	Conference Management		
Date of compilation	October 2020		

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)



PURPOSE

The main purpose of this position is to arrange conferences and ensure that they are planned and successfully managed.

The Senior Conference Coordinator will provide perform the following functions:

- Provide outstanding customer service and organize memorable events that meet quality expectations.
- Be hands-on and work as part of a team.
- Complete a wide range of activities requiring clear communication, excellent organisational skills and attention to detail.
- Is responsible for running a range of events, ensuring the target audience is engaged and the message of the event is marketed properly. Ensure event is completed smoothly and step up to resolve any problems that might occur.

CONTENT

Key performance areas		% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1	Events Planning	40%	<ul style="list-style-type: none"> Engaging and liaising with clients. Draft a proposal for the event inclusive of venue, service providers, accommodation etc. Using the CMC Conference Fee Calculator produce detailed budgets for events. Obtain quotes for all fixed and variable expenses. Solicit signed agreement on the conference budget from the client. Prepare and submit conference contract to the client. 	<ul style="list-style-type: none"> Ascertain their precise event requirements and to ensure customer satisfaction. Detailed conference budget containing timelines, venues, suppliers and staffing. Agreement to conference budget from the client. Signed contract from client.
2	Event Production and Management	30%	<ul style="list-style-type: none"> Secure and book a suitable venue/s or location. Coordinate venue management, caterers, stand designers, contractors and equipment hire. Coordinate staffing requirements and staff briefings. Ensure insurance, legal, health and safety obligations are adhered to. Organise facilities for car parking, traffic control, security, first aid, hospitality and the media. Identify and secure speakers or special guests. Plan room layouts and the entertainment programme, scheduling workshops and demonstrations. Prepare delegate packs and papers. Liaise with clients and designers to create a brand for the event and organising the production of tickets, posters, catalogues and sales brochures, plus social media coverage. Coordinate suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly. Provide feedback and periodic reports to stakeholders. 	<ul style="list-style-type: none"> Client needs to sign contract with venue and a deposit payment to be made. Send all venue setup requirements to the venue management. Allocate adequate human resources to the event. Full compliance with all regulations and public policies adhered to and in place. All external logistics arranged. Liaise with speakers to book flights and accommodation as specified in conference budget. All arranged and signed off by client. Source quotes and samples of delegate packs and implement call for papers protocol. Obtain delegate mailing list from client electronic marketing purposes. Proactively handle any arising issues and troubleshoot any emerging problems on the event day. Compile and submit progress reports to client.

3	<p>Customer Service</p> <p>* Customer Service pervades all of the KPAs for this role.</p>	15%	<ul style="list-style-type: none"> • Ensure that the organize committee agenda is translated into a well-organized event that meets all the customers' requirements. • Meticulous attention to detail with respect to delegate participation. • Send out evaluations after each event and hold a debriefing meeting with clients to obtain their input. 	<ul style="list-style-type: none"> • Flawless event execution with minimum event organizing committee stress and worry. • Creating memorable delegate experiences.
4	<p>Administration</p>	15%	<ul style="list-style-type: none"> • Filing all documentation relating to the event. • Keeping all the financial records updated and current during and post the management of the event. • Compiling, organizing and distribution of committee meeting minutes and reports. • Manage and track the delegate registration process of the event. 	<ul style="list-style-type: none"> • Maintaining an accurate execution profile of the event for future best-practice implementation. • An up-to-date and accurate financial record of the event. • An up-to-date and accurate operational record of the event. • Optimization of the delegate attendance at the event.

MINIMUM REQUIREMENTS

Minimum qualifications	An NQF5 level qualification in either Events Management and Travel & Tourism Management			
Minimum experience (type and years)	<ul style="list-style-type: none"> • A minimum of 4 years of recent and relevant Conference Management experience at the level sought for this post. • Experience and knowledge of the MICE industry, so work experience is essential with an emphasis on the following attributes: • Proven event management experience; • Impressive portfolio of previously managed Larger events up to 1000 pax • Excellent time management and communication skills; • Ability to build productive business relationships • Ability to manage multiple projects independently • MS Office proficiency • Willing to submit references from previous clients • Good Leadership Skills 			
Skills	<ul style="list-style-type: none"> • Exposure to various Conference Software packages • Keen eye for details • Great Interpersonal Skills 			
Knowledge				
Professional registration or license requirements				
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)	Honesty and Integrity Professionalism			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Client/Student support	2	Adaptability/flexibility	2
	Analytical, conceptual thinking/problem solving	2	Decision Making/Judgement and Initiating Action/Initiative	2
	Communication (written, oral and presentation)	2	Building Interpersonal Relationships and Partnerships/Teamwork and Collaboration	2
	Planning and organizing / work management	2	Information management	2
	Impact/Influence/Negotiation	2	Project management	2
	Stress tolerance and Energy	2	University Awareness	2

SCOPE OF RESPONSIBILITY

Functions responsible for	Refer to KPA'S
Amount and kind of supervision received	Minimal, expected to operate independently and to be sufficiently competent to manage conferences.
Amount and kind of supervision exercised	Limited
Decisions which can be made	Decisions pertaining to own work, structure and how to run conferences. Financial decisions that fall within budget and within client brief.
Decisions which must be referred	Decisions that require further consideration for decision making and any potential risk situation that may have a financial or reputational impact for UCT.

CONTACTS AND RELATIONSHIPS

Internal to UCT	UCT staff University wide
External to UCT	Vendors, Suppliers, Hotels, External counterparts and organisations. All other external stakeholders.