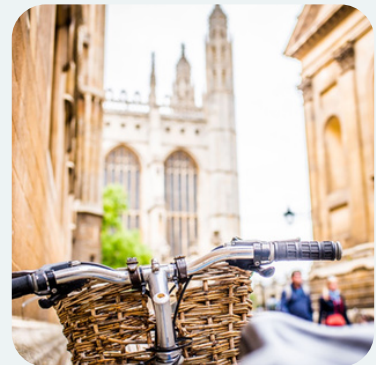


# Meet CAMBRIDGE

## Recruitment Pack

# Head of Meet Cambridge

*Application Deadline*  
*Friday 5 July 2024*



# Welcome from the Chair, Gavin Flynn



*Thank you for your interest in this vacancy, I hope that you will find the contents of this pack informative and useful for your application.*

*The Cambridge Venue Company Limited, which trades as Meet Cambridge was established in 1998 and has since become the official conference and events bureau for the city. We have a brief to deliver high quality business opportunities to our members and to promote the city and its venues as THE destination to host business events.*

*Meet Cambridge is a busy and exciting place to work, the current post-holder is about to retire therefore we are seeking applicants who align with our vision and have the talent, drive and determination to lead the company in this critical role.*

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# The Business Events Industry

The UK events industry is estimated to be worth £70 billion in direct spend, accounting for over 50% of the UK visitor economy. Over £31 billion of this total is comprised of business events, principally meetings, conferences, and exhibitions.\*

Cambridge has a fantastic reputation as a destination for all types of business events; ICCA rankings for 2023 place it 5th in the UK for the number of international association conferences, holding its own amongst larger cities such as London, Edinburgh and Glasgow.

Meet Cambridge has seen phenomenal interest in the city as a meetings and events destination over the years with 2023 being the busiest year in the history of the company when 3500 enquiries were processed.

As the official venue-finding service for the University and its Colleges the organisation is unique in its offering and frequently acts as a matchmaker for those wishing to align their business events with research and academia.

As a small city, organisers find it easy to navigate, delegates get an experience like no other and its venues excel at working collaboratively to produce exceptional events.



\*BVEP UK Events Report



# About Us

Meet Cambridge was established as Conference Cambridge in 1998. In 2009, it became a limited company (the Cambridge Venue Company) and in 2016 it rebranded as Meet Cambridge. It is not-for-profit and funded entirely by subscription from its members, the Cambridge Colleges. Now recognised as the convention bureau for the city, the company also works with hotels, museums and other unique properties in the city.

Meet Cambridge offers a free, venue-finding service for conference, meeting and event spaces and promotes the opportunities for MICE through a range variety of marketing channels to local, national and international buyers. The organisation also operates as a membership organisation, acting as a conduit for help, support and resources for staff at its member venues.

The Cambridge Venue Company is governed by a Board of Directors consisting of representatives from its College membership. The Head of Meet Cambridge reports to the Chair of the Board and is responsible for a team of six.



# Mission and Purpose

## Mission

Meet Cambridge is the conference and events bureau for Cambridge and the only official venue-finding service for space at The University of Cambridge and the Cambridge Colleges. We offer impartial advice and a comprehensive suite of services to help clients deliver exceptional events, from free venue sourcing to full event management. Our extensive portfolio also includes hotels and unique properties providing creative and imaginative settings for all types of events.

## Purpose

- To position Cambridge as one of the top destinations for business events by collaborative destination marketing activities for Member Venues.
- To ensure that Meet Cambridge is positioned as the free, official, go-to support for venue finding and event management in Cambridge and to be recognised for our service regionally, nationally and internationally.
- To attract new business to the City.





# Job Description

## Overview

We are seeking an experienced and dynamic individual to lead Meet Cambridge as the Head of the organisation. The ideal candidate will have a strong background in the meetings, incentives, conferences, and exhibitions (MICE) industry, with a proven track record of driving business growth, fostering strategic partnerships, and destination marketing. The Head of Meet Cambridge will be responsible for the overall strategic direction, operational management, and financial performance of the bureau.

The Head of Meet Cambridge is accountable to The Cambridge Venue Company Ltd. (CVCL) Board of Directors and reports directly to the Chairperson. Under the Articles of Association of The Cambridge Venue Company Ltd., the Head of Meet Cambridge is a Company Director and is expected to attend meetings of the CVCL Board and the AGM.

## Key Responsibilities

- Develop and implement strategic plans to promote Cambridge as a leading destination for conferences and events.
- Lead, motivate, and manage a team of professionals to achieve organisational goals and objectives.
- Build and maintain strong relationships with key stakeholders, venue members, service providers, academic institutions, and business leaders.
- Execute marketing and promotional activities, ensuring a cohesive and effective approach to branding and communication.
- Chair the Marketing Advisory Group.
- Drive business development initiatives to attract new clients and secure high-profile events for Cambridge.
- Manage the financial performance of the organisation, including budgeting, forecasting, and reporting.
- Act as the Data Protection Lead (DPL) for Meet Cambridge with a responsibility for reviewing and updating its policies, statements and other related documentation in compliance with UK GDPR.
- Implement, review and update policies, procedures and licences as required by the business, Human Resources and Health & Safety.
- Generate comprehensive reports detailing business and marketing performance as well as ad hoc reports as required by the Board of CVCL and/or Venue Members.
- Govern relationships with IT/CRM/web site support agencies on all matters relating to hardware and software to include research, purchasing, development, training, quality testing and implementation.

# Job Description (continued)

- Oversee Meet Cambridge's PR activity.
- Maximise value from Meet Cambridge's industry subscriptions and memberships of trade organisations.
- Represent Meet Cambridge at industry events, conferences, and networking opportunities to enhance the bureau's profile and influence.
- Monitor industry trends, competitor activities, and market conditions to identify opportunities and challenges.
- Ensure the delivery of exceptional customer service to member venues, event organisers and clients, maintaining high satisfaction levels.
- Advocate for sustainable practices and inclusivity in event planning and execution.
- Complete other tasks as necessary and commensurate with the role.

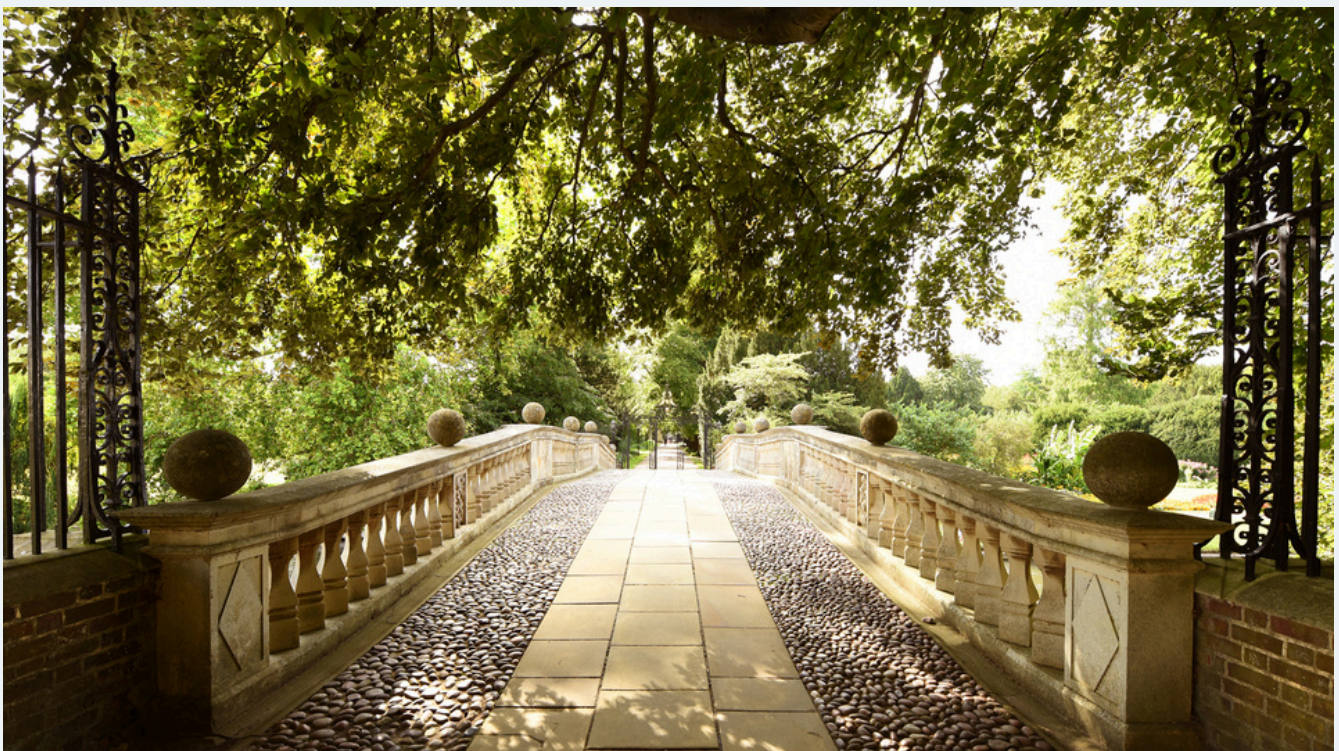




# Person Specification

## Experience/Qualifications

- Bachelor's degree in business administration, marketing, communications or a related field.
- Exceptional leadership, communication, and interpersonal skills.
- Minimum of 7 years of experience in the MICE industry, with at least 3-5 years in a leadership role.
- Advanced copy writing skills for a range of media.
- Comprehensive B2B marketing experience, to include content, digital, social media, SEO and email marketing.
- Demonstrable success in developing and executing strategic plans and business development initiatives.
- Strong understanding of the events industry, including market trends, client needs (internal and external), and competitive landscape.
- Proven ability to build and maintain effective relationships with diverse stakeholders.
- Financial acumen and experience managing budgets and financial performance.
- Creative and innovative mindset, with the ability to adapt to changing market conditions.
- Passion for promoting Cambridge and its unique offerings.
- Capacity to work outside of core hours and to travel domestically and internationally as required.





# Employment Package

## Salary

This role is full time at 37.5 hours and attracts a salary commensurate with its responsibilities and expectations. The salary for the role is up to £52,815 per annum, pay award pending.

## Additional Benefits

- Annual leave allowance of 25 days per year plus Bank Holidays.
- Company pension scheme.
- Potential to work compressed hours.
- Hybrid working opportunities.
- Optional healthcare benefit plan.

## Location

The role is based in the Meet Cambridge office in central Cambridge.



# Application Process

To apply for this role, please complete the [application form](#) and send it together with a CV and cover letter to [judith@meet-cambridge.com](mailto:judith@meet-cambridge.com) by Friday 5 July 2024.

Informal enquiries about the role can be made to the current Head of Meet Cambridge, Judith Sloane, via the email address above.

Please note that a CV is optional, however, we do need all candidates to complete the [application form](#).

Please also read the [Meet Cambridge Data Protection Statement for Job Applicants](#).

We can only consider applications from candidates who have the right to work, full-time, in the UK.





# Selection Process

Our selection process will be based on the following:

- Stage one interview.
- Stage two panel interview incorporating a presentation or similar competency based task.

Not all candidates will be invited to the stage two panel interview and full details of what will be required at that stage will be provided to shortlisted candidates.

## Key Dates

Closing date for applications - **Friday 5 July 2024, 5.00pm.**

Shortlisted candidates invited for interview - **Monday 8 July 2024.**

Stage One Interviews - **11 July 2024.**

Stage Two Interviews - **15 July 2024.**

## Pre-employment Checks

In all cases, references will be checked, and evidence of qualifications will be required.

In addition, we are legally required to ensure that you are eligible to work in this country and you will be asked to provide appropriate evidence of this.

