

Job Description

Job Title	Researcher (Conferences, Meetings and Events)
Directorate	Neighbourhoods and Communities
Service Area	Liverpool City Region Destination Partnership
Grade	5
Competency Level	1
Salary	£31,022 - £35,412
Job Type	Hybrid
Location	Cunard Building, Liverpool
Disclosure and barring service (DBS)	Not applicable
Job Evaluation Ref No	A9959

Job Purpose

Liverpool City Region Destination Partnership (LCR DP) is the Local Visitor Economy Partnership (LVEP) for the region. It is responsible for promoting the six local authority areas as a global destination for visitors, conferences and investment. Its remit includes communicating the city region's brand positively and imaginatively to local, national and global audiences. Working with partners in business, cultural organisations, educational institutions and community groups it promotes Liverpool City Region (LCR) as a great place to live, work, visit, invest and study.

A main priority is to ensure LCR can compete with other core cities, increase appeal, attract major events of national/international profile and increase visitor numbers, economic impact and global media coverage – to unlock the true potential of one of the UK's most powerful attack brands.

The Destination Management Plan is the guiding compass for promotion and delivery within a new funding and governance landscape.

As Researcher (Conferences, Meetings and Events) you will lead the research activity of Liverpool Convention Bureau, supporting the team on strategic objectives, commercial targets and deliverables set out in the DMP. The role will develop and deliver a research plan that identifies high value conferences, meetings and events in addition to supporting the development of the ambassador programme with the aim of growing market share from the sector across LCR.

Using a variety of platforms, including cluster growth areas and specialisms, the role will identify and create a prospect target list that can be converted to an opportunities pipeline of international & national bidding opportunities, and sales leads, that align with key destination sector strengths and local government sectors with potential to be brought to the UK.

The research role will work closely with the International Bidding Manager on content to supporting international bids and the Club Liverpool Manager on ambassador pipeline development to drive increased opportunity for LCR.

Some weekend and out-of-core hours' work/delivery is a likely expectation of this role.

Directly Responsible For:

Not applicable

Directly Responsible To:

International Bidding Manager

Main Areas of Responsibility:

- Contribute towards the sustained growth of conferences in by undertaking targeted research to develop and grow the conference research pipeline, expanding into city cluster growth areas and specialisms
- Ensure a continuous pipeline of targeted research opportunities and sales leads that contribute to achieving targets as set out in the strategic plan
- Support the International Bidding Manager to develop and improve the provision of sector specific and ambassador information to enrich the bidding approach
- Support the growth and development of the ambassador programme through identification and qualification of potential new ambassadors. This will include attendance at networking events and meetings
- Identify bidding opportunities that support delivery of strategic objectives within identified sectors and markets with a key focus on academic and medical sectors

- Enhance research efforts that position Liverpool as a global leader in hosting high-quality, large-scale, and high-impact events
- Build relationships with regional research centres, faculties, universities, cluster sectors, trade, industry and relevant entities to support the identification and attraction of aligned national and international conference opportunities
- Develop relationships that actively support the team in acquiring new conference business and bid opportunities
- Ensure all data is managed in accordance with UK GDPR rules and client information is up to date and in the CRM enquiry system
- Identify current and future market and industry trends in bidding and winning large scale events. Keeping up to date on investment and research across LCR and the UK to identify new opportunities
- Create regular reports that capture key information required of the role and to support the wider team

Supervision and Management Responsibility:

Not Applicable

Budget and Financial Responsibility:

- Be fully accountable for managing the LCR DP's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Contribute to an increase in the number of leads researched, sales pipeline growth and increased conversion to bid opportunity to achieve budget target

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- Occasional national and international travel is required for client meetings and tradeshow attendance, also accompanying clients during site inspections around the city region

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan
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Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **Level 1**.

[The competency framework can be found here.](#)

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. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Educated to degree level or with substantial relevant experience (A/I)

Desirable

- Research, administration or management qualification
- Experience of working in a Convention Bureau
- Commitment to undertake further training and development

Experience

Essential

- Strong research capabilities (web based, database and interview/meetings) to identify and pursue new conference opportunities (A/I)
- Experience in creating and managing databases, sales pipelines and CRM management (A/I)
- Experience of undertaking in depth research projects (A/I)
- Understanding of the impact of hosting conferences (A/I)
- Project management skills (A/I)
- Experience of creating and maintaining sales and research pipelines to achieving targets (A/I)
- Ability to write and present reports for internal and external partners (A/I)



- Proven ability to manage multiple projects simultaneously while meeting tight deadlines (A/I)
- Experience of building strong relationships (A/I)

Desirable

- Working knowledge of the ICCA (International Congress and Convention Association) database or similar
- Understanding of Liverpool (and the city region's) sector strengths for business and investment
- Understanding the role of a convention bureau including operations and day to day activities
- Knowledge of the Liverpool City Region conference / events offer

Skills/Abilities

Essential

- Excellent research acumen (A/I)
- Highly effective communication skills (A/I)
- Effective CRM / database management and research tracking utilisation (A/I)
- Knowledge of LCR industry sectors (A/I)
- Able to create accurate reports on a regular basis to monitor research, activity and bidding (A/I)
- Excellent ICT skills including word, excel, PowerPoint and CRM systems (A/I)

Desirable

- Ability to identify new opportunities and being pro-active in pursuing them
- Excellent networking skills to build relationships with key stakeholders & clients



- Presentation skills

Commitment

Essential

- The prospective candidate is expected to be dedicated, adaptable and passionate about LCR's business tourism and hospitality sectors (A/I)
- The prospective candidate must recognise the importance of the LCR's visitor economy and the positive impact it has on local communities. A strong belief in the value of tourism will drive forward this commitment (A/I)
- Commitment to engaging with the local visitor economy community to build goodwill and support initiatives (A/I)
- Staying updated, especially in the context of tourism and hospitality is essential (A/I)
- A commitment to attending industry conferences, networking events, staying abreast of tourism trends and embracing new technologies will enhance the effectiveness of the role and open doors for collaboration and growth (A/I)
- A commitment to sustainability and sustainable working practices, net zero achievement and climate action (A/I)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

Other

Essential

Desirable

- Ability to work unsociable hours and travel when required e.g. to attend trade shows or conduct site visits with clients (A/I)