

Job Description

Job Title	Conference Assistant
Directorate	Neighbourhoods and Communities
Service Area	Liverpool City Region Destination Partnership
Grade	5
Competency Level	Level 2
Salary	£31,022 - £35,412
Job Type	Office based (3 days) / Hybrid (2 days)
Location	Cunard Building
Disclosure and barring service (DBS)	Not applicable
Job Evaluation Ref No	A9759

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 Conference Assistant you will support the Convention Bureau Manager in the delivery of Liverpool Convention Bureau's pro-active and reactive services, providing administrative, operational, and client service support to help attract and convert business events into the Liverpool City Region and grow market share. This role will contribute to lead generation, proposal development, client engagement, event support, and coordination of internal systems to ensure smooth and effective delivery

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

Directly Responsible For:

Not applicable

Directly Responsible To:

Convention Bureau Manager

Main Areas of Responsibility:

- To deliver the pro-active and reactive services of Liverpool Convention Bureau; pursuing opportunities to grow market share and secure additional business for the destination from conferences won
- Support the Convention Bureau Manager by managing enquiries from lead to conversion using the CRM system, Simpleview, ensuring accurate information, timely follow-up, and optimised sales tracking, while delivering exceptional service and maintaining compliance

- Obtain quotes and proposals from venues, hotels, and suppliers on behalf of clients, creating detailed responses to requests for proposals efficiently
- Manage and grow an accurate client database and note all engagement, communication and activity on client records
- Maintain and develop a database of LCB partners and develop effective engagement, communication and monitoring mechanisms with venues, suppliers and accommodation providers
- Support partner training needs of the CRM enquiry platform and accommodation systems
- Deliver compelling proposals and pitch presentations, highlighting our business event services and capabilities, tailoring solutions to the specific needs of each client
- Represent the Convention Bureau at trade shows, networking events, and sales missions as directed by the Conference Bureau Manager to acquire new business leads and strengthen client relationships
- Organise site visits and venue inspections, accompanying organisers on visits across the LCR
- Support the Convention Bureau Manager with monitoring and reporting on volume, value and revenue from LCB services, regular updates on performance against targets
- Ensure commission invoices are created, sent to partners, and paid promptly, monitoring monthly
- Work with the team to maximise incoming opportunities and support conference leads
- Upsell LCB services to existing clients to support their requirements to deliver a successful event
- Provide support services to the International Bidding Manager e.g., obtaining quotes for accommodation / venues; and assisting the Club Liverpool Programme Manager by attending relevant meetings / networking events to offer LCB Services

- Assist the team with administration, reporting and marketing activity
- Proactively monitor and respond to incoming queries via the conference inbox and dedicated telephone line
- Keeping up to date with industry trends and news, identifying opportunities across the City Region for sales and client services
- Any other reasonable duties as required

Supervision and Management Responsibility:

No supervisory or line manager responsibility

Budget and Financial Responsibility:

- Being 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
- Support with the provision of monthly reports on volume and value of enquiries / conversion rates and confirmations through services
- Support with the process for ensuring all income is invoiced in a timely manner and against targets
- Obtaining quotes for clients and creating detailed responses creating detailed responses efficiently
- Contribute to an increase in the number of leads, 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:

- Some travel nationally and internationally required for client meetings, destination best practice 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

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 2**.

[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

- GCSE English and Maths (or equivalent) (A)
- A Levels / higher education diploma (A)

Desirable

- Sales, administration or event management qualification
- Experience of working in a Convention Bureau, or within a hotel or venue sales or revenue team
- Commitment to undertake further training and development

Experience

Essential

- Experience in an administrative, sales support, or client-facing role (preferably in tourism, events, or hospitality) (A/I)
- Experience of working with multiple stakeholders including hotels, universities, venues, and suppliers at senior level (A/I)
- Experience in dealing with a range of clients at all levels (A/I)
- Excellent communication skills, both written and verbal (A/I)
- Strong organisational and time management skills; ability to multitask and prioritise (A/I)

- Confidence in working with a range of stakeholders including clients, suppliers, and internal teams at a senior level (A/I)
- A proactive and professional approach to work with a can-do attitude (A/I)
- Experience of working with a CRM system (i.e. Simpleview) and keeping records up to date (A/I)

Desirable

- Experience working in a destination marketing organisation, convention bureau, hotel, or events agency
- Knowledge of the Liverpool City Region conference/events offer
- Familiar with the business events industry, bidding processes and national trade shows

Skills/Abilities

Essential

- Understanding the role of the convention bureau, its processes and operations, within destination marketing organisations (A/I)
- Understanding of the business tourism sector (A/I)
- Able to organise and manage site visits/appointments for client visits (A/I)
- Sales and promotion skills, ability to convert enquiries into confirmed bookings (A/I)
- Proficient in Microsoft Teams, PowerPoint, Word, Outlook and Excel. (A/I)
- Ability to use CRM systems (A/I)
- Administration skills including note taking, minutes, preparing documentation for meetings and reports (A/I)
- Communication skills: verbal, written and electronic (A/I)
- Ability to prioritise workloads to meet deadlines (A/I)

Desirable

- Awareness of the international leisure and business tourism sector
- Awareness of how a membership organisation function
- Awareness of public sector procedures and processes
- Able to create accurate reports and provide commentary on a regular basis to monitor lead generation, sales activity and conversions
- Excellent customer service skills

Commitment

Essential

- The prospective candidate is expected to be dedicated, adaptable and passionate about LCR's business tourism and hospitality sectors (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 (I)
- Commitment to engaging with the local visitor economy community to build goodwill and support initiatives (I)
- Staying updated, especially in the context of tourism and hospitality is essential (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 (I)
- A commitment to sustainability and sustainable working practices, net zero achievement and climate action (I)

Desirable

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

Other

Essential

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