

## JOB DESCRIPTION

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| <b>Job Title:</b> Private Hire and Venue Coordinator | <b>Responsible to:</b> Deputy Operations Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Salary:</b> up to £28,000                         | <b>Location:</b> Hatfield                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Hours:</b> 37.5 hours per week                    | <b>Responsible for:</b> Generating bookings, maintaining venue standards, and running successful and safe events.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Liaison with other personnel:</b>                 | The post holder reports to the Deputy Operations Manager of Hertfordshire Students' Union but will work closely with other staff members. The post holder will also work with a variety of university staff and departments, service providers, and new and existing customers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Purpose:</b>                                      | <p>Our Private Hire and Venue Coordinator will play a vital role in growing and delivering our commercial venue hire business and generating income that directly supports our charitable mission. Working within our Student Union social enterprise, the postholder will proactively generate new business opportunities, manage venue enquiries, and oversee bookings from initial enquiry to successful event delivery, ensuring an outstanding customer experience at every stage.</p> <p>Alongside driving venue sales and coordinating events, the role is responsible for supporting the day-to-day presentation and operational readiness of the venue, including maintaining stock levels, equipment, and event spaces to ensure they are safe, welcoming, and fully equipped for customers. By delivering exceptional service and maximising venue income, this role helps generate surplus that is reinvested into enhancing the student experience through the SU's charitable activities.</p> |
| <b>The Role:</b>                                     | <p>As the private hire and venue coordinator, you will be responsible for developing and managing our venue hire business, creating positive experiences for customers, and generating income for the SU. You will build relationships with new and existing customers, respond to enquiries, convert leads into bookings and coordinate every stage of the customer journey from enquiry to event delivery.</p> <p>Working closely with colleagues across the SU, you will ensure our event spaces are presented to a high standard, and always ready to deliver successful events. You will take pride in maintaining an organised and</p>                                                                                                                                                                                                                                                                                                                                                                |

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|  | <p>welcoming venue, delivering excellent customer service, and identifying opportunities to grow our commercial activity while supporting the wider aims of the organisation.</p> <p>You will also have the opportunity to duty manage our event spaces when required, taking responsibility for the safe, smooth, and successful operation of events, ensuring customers receive an exceptional experience, and that our venues are managed in line with operational procedures.</p> |
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**Vision:**

We want our event spaces to be vibrant, welcoming, and accessible spaces where students, the local community, and external organisations can come together to connect, learn, and collaborate. From birthday parties to bar mitzvahs, we want to deliver exceptional events, outstanding customer service, and high-quality venue experiences. We aim to build a thriving commercial operation that creates meaningful value to everyone who uses our spaces, and generates vital income for our student programming.

Thanks to the continued success and growth of our private hire activity, we are investing into expanding our team to meet increasing demand, and continue delivering exceptional experiences for our customers. This newly created role offers a really exciting opportunity to play a key role in shaping the future of our commercial operations, driving further growth, while making a significant and tangible contribution to the Students Union's wider mission.

As a social enterprise team within the SU, every pound of profit we generate gets reinvested into our charitable work, helping us provide opportunities, services, and experiences that benefit the student experience. By continuing to grow our commercial success, we strengthen our ability to support students, and create a lasting positive impact on the student experience at Herts.

**Values:**

We're a truly values-led organisation. As such, we're looking for someone who demonstrates our everyday values of being Helpful, Empowering, Representative, Transparent, and Student-Focused, whilst ensuring Hertfordshire Students' Union is truly representative of students. We encourage our team to have fun at work whilst never losing sight of our vision.

## **Equality and Diversity Commitment**

Hertfordshire Students' Union is committed to diversity and inclusion amongst its staff, reflecting the communities it serves. We welcome applications from Black, Asian, and ethnic minority backgrounds, as they are underrepresented within the Union's professional staff team. We are an equal opportunity employer and welcome applications from all suitably qualified persons, regardless of their race, sex, disability, religion/belief, sexual orientation, or age.

## **Key Role Requirements**

We are searching for an enthusiastic, proactive, customer-focused individual who thrives on building strong customer relationships and creating exceptional experiences. No two days are the same, and you will be responsible for supporting a diverse programme of events, from birthday celebrations, bat/bar mitzvahs, and Christmas parties, to corporate conferences, networking events, charity fundraisers, awards dinners, and everything in between. You will be commercially minded, proactive in generating and converting business opportunities, and managing multiple events at different stages of the booking journey. With excellent communication skills and a hands-on approach, you will be equally comfortable developing new business, coordinating event logistics, and supporting operational delivery. You will work on events every step of the way, from initial enquiry, the planning process, working out the finer detail, and running a safe and successful event.

Working as part of a fast-paced team with the Student Union, you will be highly organised, commercially minded, and able to work collaboratively within the commercial team, and with other teams in the organisation. You will maximise venue income, while supporting our mission to help students love life at Herts. You will also be comfortable taking responsibility for the operational delivery of events, acting as duty manager when required, and ensuring our venues are safe, welcoming, and professionally presented at all times.

## **Venue hire, Events, and Business Development**

As part of the commercial team you will:

- Proactively generate new business opportunities and develop relationships with prospective and existing customers to maximise venue bookings.
- Respond promptly and professionally to venue hire enquiries, converting leads into confirmed bookings wherever possible.
- Manage the full customer journey from initial enquiry through to the event delivery and post event feedback, ensuring an exceptional customer experience throughout.

- Produce quotations, contracts, event plans, invoices, and other booking documentation accurately and in a timely manner.
- Coordinate with the wider team, other departments, and external suppliers to ensure all event requirements are planned and executed successfully and safely.
- Act as the main point of contact for customers before, during, and after their booking.
- Duty manage events and venue hire activity, ensuring events are run safely, efficiently, and in line with organisational procedures.
- Support the wider commercial team by providing duty management cover to their venues when needed.
- Identify opportunities to increase the commercial income through repeat business and new partnerships.
- Monitor booking trends, maintain accurate records, and contribute to ideas to improve commercial performance and customer satisfaction.
- Represent the Student Union professionally, building positive relationships with stakeholders, student staff, university departments, and community organisations.

## **General Duties**

- Ensure all event spaces are maintained to a high standard of presentation.
- Monitor and maintain stock levels, furniture, equipment, and event resources. Report maintenance issues where appropriate.
- Support the wider commercial team with events, projects, and operational activities as required.
- Maintain accurate booking records and use venue management systems effectively.
- Ensure compliance with health and safety legislation, licensing requirements, and organisational policies.
- Work flexibly, including evenings, weekends, to meet the operational needs of venue bookings.
- Contribute positively to the team environment and support colleagues across the SU. Support the wider commercial team during busy periods such as Freshers Week, Halloween week, Christmas events, and the End of Year Show. This may include duty managing student events in our venues.
- Host venue open days and tours to show our spaces to potential customers.

## **What we are looking for:**

- We are looking for someone who is positively, friendly, and approachable. You should have the natural ability to build rapport with a wide range of customers.
- You must be a confident communicator with excellent verbal and written communications skills.
- We are searching for somebody who is highly organised with excellent attention to detail and the ability to manage multiple priorities simultaneously.

- Strong candidates will be commercially minded, target driven, and motivated by achieving results.
- Our team is passionate about delivering outstanding customer service and memorable event experiences, and you should be too!
- You must have the ability to work independently and use your own initiative, whilst also contributing positively as part of the team.
- You need to be flexible, adaptable, and willing to get involved in all aspects of event delivery and venue operations. This will include evening and weekend work.
- We are looking for someone who can remain calm under pressure, and who has the ability to think on their feet, problem solve, and make decisions in a very fast paced environment, prioritising safety and customer experience.

## **Additional Requirements**

- Excellent written and spoken English is essential in this role. You must have the ability to communicate professionally and confidently with customers, colleagues, and stakeholders.
- Due to our location and the nature of this role, reliable transport is essential. Shifts may include early mornings, late evenings, weekends, or other non-standard hours during which public transport may not be operational. Please only apply if you are confident you can consistently arrive on time for all scheduled shifts, as we are unable to accommodate regular transport-related delays.

*This document outlines the duties required for the time being of the post entitled Private Hire and Venue Coordinator to indicate the level of responsibility. It is not a comprehensive or exhaustive document and the management of Hertfordshire Student' Union may vary duties from time to time that do not change the general character of the job, or the level of responsibility.*