

Events Registration Coordinator

Basic information

Band: F

Job family: Marketing Communications

Terms: 12 month fixed term contract

Location: Cheltenham

Reports to: Exhibitions Manager

Team: Events

Business unit: Customer Experience & Marketing

Additional conditions:

Occasional offsite work may be required.



Role purpose:

Responsible for overseeing registrations at all exhibitions and handling visitor enquiries.

Key duties and responsibilities:

- Optimise attendance and distribution of attendees for each event.
- Produce and manage the post-bookings schedule of communications activity, and work with Marketing to assist with the pre-booking schedule of communications activity.
- Minimise the number of onsite registrations, and reduce the drop-out rate by ensuring the number of people registered to attend with each school closely correlates to the number of places booked.
- Ensure all visitor telephone and email queries are responded to within 48 hours.
- Provide excellent customer service.
- Oversee the scheduling and delivery of post-booking, pre-event information emails and phone calls, in collaboration with key stakeholders, to ensure the information sent is relevant and accurate.

- Analyse all registration data on a weekly basis to highlight trends, including year-on-year comparisons, to influence marketing and operational activity.
- Manage visitor capacities on a weekly basis to ensure a spread of visitor bookings across each event day, and enough capacity is given to both group and individual bookings.
- Work closely with Marketing to plan and produce content, and help influence the visitor pre-booking communications schedule of activity.
- Manage feedback surveys and analyse data to produce insight for future developments.
- Share knowledge of processes with the team to produce a team of experts.
- Build relationships with advisers to enhance the UCAS brand.
- Stakeholder management.

Accountabilities:

- Responsible for decision-making on all matters relating to visitor bookings.

Person specification:

Skills and experience

Essential:

- Excellent interpersonal, organisational, oral, and written communication skills, with an ability to work to and meet deadlines.
- Experience of writing and producing communications relevant to the audience.
- Experience of analysing data and reporting on trends.
- Experience in reporting to pre-agreed targets.
- Working experience of Excel (to at least an intermediate level).
- Proven customer service skills.
- A good team player with the ability to support colleagues in their duties.
- Ability to work under pressure and manage time appropriately.
- Flexible approach to working hours with a commitment to succeeding, developing, and expanding current activity.
- Able to travel, support event delivery if requested, and network with new clients/colleagues, including overnight stays at short notice.

Preferred:

- Experience of database management, to include the production of reports out of a database.
- Experience of producing project plans.
- Excel intermediate qualification.
- An understanding of exhibition and conference management, to include the onsite delivery requirements associated with an event registration process.
- Creative flair with an understanding of graphics production.
- Working knowledge of using online database software, including editing bookings.
- Working knowledge of all MS Office packages.
- Full driving licence.

Desirable:

- Experience of building HTML email content.
- Understanding of Data Protection laws and regulations.
- A good knowledge and understanding of higher education.
- Events management graduate.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.