

Role Profile

Role title:	Bars Sales & Events Coordinator
Salary:	£27,013 - £30,237
Full/Part Time:	Full-Time
Contract term:	Permanent annualised hours
Accountable to:	Head of Bars
Accountable for:	Senior Bar Supervisor (Intern), Team Leaders, Bar Assistants
Hours:	37.5 Hours per Week – annualised hours, predominantly evenings & weekends
Location:	Usually located at the main Students' Union Building, but will be required to work at other siter when required
Eligibility:	Open to applicants who are eligible to work in the UK We offer a great range of benefits. You can see them here .
Benefits:	

Our Organisation

We are Manchester Students' Union, the biggest SU in the country, supporting over 48,000 students throughout their time at university. We help to make student life the best it can be by supporting students to campaign for change, creating opportunities to meet new people, providing employment opportunities, providing advice and support and being a safe place on campus.

We are a values-centred organisation that employs around 90 permanent, full-time members of staff. We recruit a wide range of roles throughout the year within all our departments from our Commercial team operating Manchester Academy Venues, 13 Media, Bar 532 & Kitchen and Corridor Coffee to our Student Activities, Student Engagement, Marketing and Communications, Finance, HR and Facilities teams. Our team of around 400 part-time, studying staff are instrumental in providing to support to all departments as well as leading major projects like Student Angels. When you join UMSU, you'll be immersed in an environment that empowers staff to make great things happen and we're always on the lookout for innovative, passionate, and proactive people to join us.

Our staff team is led by our senior leadership team who are instrumental in driving our strategy at UMSU. It's made up of our CEO, COO, 3 Directors and 2 Associate Directors. We are governed by our trustees and Exec Officers, you can find out more about that [here](#). All our permanent, full-time roles are graded (Grade A-E) which means that there is a clear path to your development and progression whilst at UMSU.

Our Organisational Values

Our values are really important to us and shape the work that we do every day. As part of our recruitment process, we want you to demonstrate how your experiences, behaviours and skills align with our values.

Our values are

- We put students at the heart of what we do
- We provide a ‘great experience’ service
- We believe in improvement and progression
- We are a community
- We are open and transparent
- We are inclusive

You can find more detailed explanations of our values on [our website](#).

Role Overview

As part of the Bars management team, the role is responsible for our bar portfolio including 532 Bar and Kitchen (our student bar) and the Manchester Academy Music Venues. In addition to assistant bar manager duties, the role will be responsible for one area of focus – *Sales and Events (this relates to 532 Bar and Kitchen only)*

You will be responsible for leading the development and delivery of a clear sales and events growth strategy for 532 Bar & Kitchen, with accountability for increasing pre-booked and programmed revenue to agreed targets.

You will lead on driving year on year revenue and growth. Development of sales strategies and delivering exceptional guest experiences across our bar operations for students and the public. You will shape how our spaces attract, convert and retain business-maximising opportunities in prebooked sales, events, student and society engagement, private hire, and day to day trading. This role blends commercial leadership with hands on operational support, ensuring consistently strong financial performance across all bars.

This role aligns with our values of providing great experience, continuous improvement & progression and importance of community. Relationships with our student groups and local businesses will be key to success.

Key Result Areas

<u>Responsible for</u>	<u>Contributor to</u>
<p>532 Sales strategy and income generation.</p> <ul style="list-style-type: none"> • Identify and develop new commercial opportunities, partnerships and promotions. • introduction and management of a pre-booking sales system to optimise 	<ul style="list-style-type: none"> • Bars & Venues commercial strategy and planning. • Maintaining good working relationships with NUS and suppliers to ensure we secure all opportunities and support available to us

<p>bookings, maximise enquiry conversion and streamline workflow.</p> <ul style="list-style-type: none"> • Sales and booking data analysis to inform pricing and programming and identify areas for improvement and growth. • Build relationship with local businesses and the University to increase bookings. 	<ul style="list-style-type: none"> • Work with marketing team to turn campaigns into profitable bookings and activity.
<p><u>Event Delivery</u></p> <ul style="list-style-type: none"> • Lead on the programming, planning and delivery of events • Ensure all events are operationally sound, and financially viable. • Staff are briefed and information is communicated where relevant. • Accurate event reporting and post event analysis. 	<p><u>Marketing & Campaigns</u></p> <ul style="list-style-type: none"> • Work closely with the Marketing dept to develop offers and menus to ensure relevancy to our broad customer base and tailor promotions to our various customer profiles. • Identify and develop seasonal campaigns • Work with marketing team to turn campaigns into profitable bookings and activity.
<p><u>Student & Society Engagement</u></p> <ul style="list-style-type: none"> • Create events that engage students and align with University and Union priorities such as Welcome Week, Elections and Graduations. • Build relationships with our student groups and societies to help them develop successful event concepts. 	<p><u>Staff Development</u></p> <ul style="list-style-type: none"> • Support student staff development and contribute to a positive workplace culture that reflects the Union's values.
<p><u>Operational Delivery</u></p> <ul style="list-style-type: none"> • Day-to-day running of all bar operations and act as duty manager when required. • Ensure safe, compliant and legal operation at all times. • Maintain high standards across customer service and cleanliness. • Supervision of staff on shift, providing direction and problem solving. 	<p><u>Operational Delivery</u></p> <ul style="list-style-type: none"> • Support bar management team and assist when needed with areas such as cellar and stock management, EPOS, procurement, payroll, recruitment and staff management. • Work closely with catering and marketing teams to plan for peak trading periods, major calendar events, and promotional campaigns. • Ensure sustainability objectives are met.

<p><u>Financial Performance</u></p> <ul style="list-style-type: none"> • Meet and exceed income and cost management targets • Expenditure management including working to staffing % targets and managing GP% • Accurate financial reporting for events • Deliver against set KPIs and identify when issues arise and introduce improvement actions. 	<ul style="list-style-type: none"> • Contribute to annual budget setting and forecasting. • Process and procedure development.
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Organisational Stewardship & Leadership Responsibilities

- You'll contribute to team planning days and delivery of team goals and objectives
- You'll be able to conduct risk assessments for area of work and have a good knowledge of risk mitigating activities for day-to-day activities
- You'll perform role in line with Union financial framework ensuring all financial paperwork is passed to the finance team, contributing to budgeting and forecasting for aspects of the departmental budget
- You'll hold expert knowledge of policy and procedure as it relates to the role being delivered and is able to independently apply the framework for the majority of day to day matters

Person Specification

<u>Criteria</u>	<u>Assessed at:</u>			
	<u>Application Form</u>	<u>Interview</u>	<u>Interview Task</u>	<u>All</u>
<u>Education</u>				
We accept candidates from any educational background.				
<u>Skills</u>				
At least 2 years of supervising a busy venue, club or bar operation. Understanding of the legislative framework that applies to bar operations & live music venues. Personal licence desirable				<u>Y</u>

EPOS - Confident in the use of IT systems such as EPOS & shift management systems.	<u>Y</u>			
Track record of good sales based KPIs. Ability to manage social media platforms and create engaging content		<u>Y</u>		
Event management of profit making events		<u>Y</u>		
Personal Attributes				
Building effective internal and external relationships with a range of stockholders	<u>Y</u>			
Track record of proactively identifying creative and innovative solutions to issues and challenges				<u>Y</u>
Demonstrate a track record of dealing with conflict or difficult situation in a positive and calm manner		<u>Y</u>		
Values & Behaviours				
Align with the SU's values and behaviours both personally and professionally				<u>Y</u>
Insight driven – always looking for ways to collect data from a range of sources to measure the impact of your work on the student community or to inform your work	<u>Y</u>			
Collaborative – great at working collaboratively with team members, seeks ways to ensure all voices are heard, works with colleagues to problem solve		<u>Y</u>		
Active Bystander – continually seeks to dismantle barriers, ensures all working practises are accessible, seeks to ensure all voices are heard and factored in when making decisions		<u>Y</u>		

Training & Development

We don't expect you to meet every single requirement listed above. When you join us, you'll be part of a supportive team where learning is encouraged and built into everyday work.

On-the-job learning:

Most training will happen naturally as part of your role, with colleagues and managers supporting you to pick up new skills.

- *You'll learn hands-on by working alongside experienced bar staff/managers, covering areas like customer service, cellar management, or health and safety.*

Independent and formal learning:

- *If you prefer independent learning, we provide resources such as guides, e-learning, and access to professional reading materials via staffsavvy.*
- *If you learn best through training or workshops, we regularly offer staff development sessions, external training, and networking opportunities.*
- Role-specific qualifications or development opportunities:
- *There may be opportunities to complete training such as personal licence qualifications, first aid, or food safety certifications.*

Working Arrangements

- The Bars team is based in the Operations office on the second floor of the Students' Union.

Flexibility/Remote Working/ Hours/ Patterns of Work

- You'll have your own desk space but can hot desk and work from other offices if you prefer. This is an operational role that requires you to be onsite during your rota'd hours. Shifts will be scheduled in advance. You will often work late nights and evenings.
- It is expected that around 75% of your time will be spent working on the bars during busier periods with time split equally across the bars. For this part of the role, you will be on the floor working in a busy and loud environment.

Our Recruitment Process

The way that we recruit is designed to be fair, transparent and inclusive as well as being an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience.

Every member of staff is recruited exactly the same way, by submitting an application form and attending an interview. We use a recruitment platform called StaffSavvy where you'll submit your application and book interviews, if successful.

Our process allows you to show us your authentic self, gives you a platform to display your skills and knowledge in relaxed and welcoming setting. We'll never put you under any necessary pressure on you, ask you trick questions or interrogate you in an interview and we'll support you all the way through our process.

Top Tip: our roles can be quite competitive, so we recommend applying as soon as possible as we often close applications early!

If you'd like further information or support regarding our recruitment process, we recommend that you read our full recruitment guide for applicants [here](#).