

Job Description

Job Title	International Bidding Manager
Directorate	City Development
Service Area	Marketing Liverpool
Grade	7
Competency Level	2
Salary	£38,223 – £43,421
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not Applicable
Job Evaluation Ref No	

Job Purpose

Marketing Liverpool is the Destination Management Organisation (DMO) for Liverpool, operating at both regional and sub-regional level. It is responsible for promoting the city and wider region as a global destination for visitors, conventions and investment. It is responsible for communicating the city's brand positively and imaginatively to local, national and global audiences. It works with partners in business, cultural organisations, educational institutions and community groups to promote the city region as a great place to live, work, visit, invest and study.

Marketing Liverpool ensures Liverpool and the wider region 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.

As International Bidding Manager you will be responsible for researching, identifying and bidding for international conferences as part of the SIF Business Tourism Project.

Weekend and out-of-core hours work/delivery is an expectation of this role

Directly Responsible For:

Not applicable

Directly Responsible To:

Head of Business Tourism

Main Areas of Responsibility:

- To undertake research into international conferences to identify those which could take place in Liverpool City Region in order to achieve targets as set out by the SIF Business Tourism Project.
- To build a new database and pipeline of potential conferences for Liverpool city region.
- To create and set up a new process for researching and bidding for conferences.
- Manage the bidding process to host international conferences. This includes developing a procedure for co-ordinating all the stakeholders involved to ensure deadlines are met.
- Design and create powerful bid documents to give Liverpool City Region the best possible opportunity to secure new business.

- To work autonomously on bids for conferences for fewer than 500 delegates.
- Use the ICCA (International Congress and Convention Association) database daily to find new RFPs (request for proposals), to identify new conference bidding opportunities.
- Obtain quotes and proposals from venues, hotels and suppliers to include in bid documents.
- Keep up to date with industry trends and news and identify new opportunities for bidding.
- Liaise with Visit Britain where appropriate to obtain financial support or advocacy for bids.
- Continually monitor competitor destinations to ensure Liverpool bids offer a compelling and competitive offer.
- Develop a PR plan with the Destination Liverpool team to ensure new conference wins are promoted effectively.
- Work alongside the Club Liverpool Programme Manager to help identify suitable ambassadors to support international conference bids.
- Work with ambassadors to develop strong proposals for scientific (or similar) content e.g. Themes to contribute to the bid document.
- Organise site inspections and accompany organisers on their visits during the bid process.
- To work on enquiries from the conference after the bid has been won, e.g., the gala dinner, social event venues and accommodation etc.
- To provide monthly reports into the SIF working group to monitor progress of research and bids. This includes information on the current database / pipeline position, value of conferences won/lost and calculation of the economic impact.
- Attend relevant conferences or industry trade shows or networking events to acquire new business leads for bids.

Supervision and Management Responsibility:

- No supervisory or line manager responsibility.

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact.

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 tradeshow attendance, also accompanying clients' on-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 competency 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

- Education to degree level or with significant relevant experience (A)

Experience

Essential

- Strong research skills to identify and pursue new conference opportunities (A/I)
- Experience in creating and managing new databases or sales pipelines (A)
- Knowledge of the conference industry (both UK and International) (A)
- Experience of working in a sales or research role within a convention bureau / conference venue or similar (A)
- Experience of creating and maintaining sales/research pipelines and working to / achieving targets (A/I)
- Sales and marketing / PR experience within conference and events sector (A/I)

Desirable

- Working knowledge of the ICCA (International Congress and Convention Association) database or similar
- Understanding of the Liverpool City Region conference product

- Experience of managing multiple stakeholders to ensure targets are met
- Experience of working with clients at a senior level to secure new business
- Understanding of Liverpool (and the city region's) sector strengths for business and investment
- Knowledge of using Canva, In-Design or other online design tool to create proposals and bids

Skills/Abilities

Essential

- Highly effective communication skills (A/I)
- Confident decision maker (A/I)
- Excellent ICT skills including word, PowerPoint and CRM systems (A/I)
- Creative ability to produce powerful bid documents (A/I)
- Ability to work autonomously - a proactive independent individual (A/I)

Desirable

- Attention to detail: working methodically and thoroughly
- Excellent networking skills to build relationships with key stakeholders and clients

Commitment

Essential

- Commitment to undertake further training and development (A/I)
- The prospective candidate is expected to be dedicated, adaptable and passionate about the City Region's tourism and hospitality sectors (A/I)
- The prospective candidate must recognise the importance of the City Region'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 (A/I)

Desirable

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