

GUEST MANAGEMENT SERVICES (GMS) PROJECT EXECUTIVE JOB DESCRIPTION & PERSON SPECIFICATION

NAME:

DEPARTMENT OR TEAM: Events

REPORTS TO: Guest Management and Flight Services Manager

Objectives of Role:

Working within our Events Department, the Guest Management Services team takes responsibility for all delegate registration activities. Events under the company's management can involve the attendance of many hundreds of delegates, so the existence of an efficient and effective Guest Management Services team is key to the department's success.

This position holder is required to take ownership of specific Guest Management duties, working as part of a close-knit team, and delivering to a high standard. Accuracy and timelines are essential requirements of the position.

Responsibilities:

To include, but not be limited to, the following:

- Ensure all output from Guest Management Services team is quality controlled and proofread
- Ensure delegate registration is provided efficiently, productively and proactively
- Co-ordination of accurate and grammatically correct delegate communications, in liaison with Event Delivery team, including researching, writing of and proofreading of mail pieces
- Communication with 3rd party suppliers and clients in a professional and appropriate manner
- Conform with company procedures in all aspects of Guest Management
- Provide initiatives for improvements to our systems and procedures
- Liaise with the project team, Client Services team, clients and other BI WORLDWIDE Associates in a professional and timely manner
- Research and identify new products on the market, liaising with your line manager, Guest Services Management team and the Events Department
- To be familiar with and support the account strategy of projects
- Maximise time efficiency and profitability at all times
- Attend regular account/project progress meetings and debriefs as required
- Understand and continually update your knowledge on BIW's products, services and commercial strategy
- Where relevant, attend supplier presentations and training courses to enhance product knowledge
- Represent BIW's externally at trade shows, educational trips and industry events
- Undertake worldwide travel as and when required

- Update CX3 process documents to ensure they are continuously fit for purpose and proactively implement changes, when identified
- To lead in fully resolving any project challenges related to GMS, working with the delivery team to identify solutions that meet client requirements. Learning from each challenge and ensuring lessons are shared within the team.
- To take on additional responsibilities where required

This job description should be regarded as providing guidelines within which an individual works. Other duties within the skills and capabilities of an individual may be assigned from time to time.

Person Specification:

The experience, skills, and personal attributes required of the job holder include, but are not limited to:

- Someone with a passion and energy for live events and wanting to join a fast-paced agency environment
- Administrative experience, ideally in a busy service-focused environment or an events department within an agency or corporate entity
- Experience of providing a high level of customer service
- Database management (experience of using Stova, Cvent, CrowdComms or other delegate management platforms or database) to include producing reporting – would be advantageous but not essential
- App Management (experience of using SpotMe or other app platforms) would be advantageous
- Experience of managing and interrogating large volumes of complex data
- Clients management skills
- Experience in creating websites (primarily within a registration system) would be advantageous however not essential
- Intermediary or advantage level knowledge of Excel
- Excellent attention to detail
- Proven ability to manage and prioritise a busy and demanding workload
- Excellent communication skills as well as the ability to liaise with people at all levels
- Proficiency in Microsoft Office applications – particularly Excel, Word and PowerPoint

The relative importance of these requirements will vary, particularly in relation to the client, account, programme, or event to which the job holder is assigned.

Last Updated 2025