



St Mary's  
University  
**Students'**  
**Union**



**RECRUITMENT PACK**

**COMMERCIAL AND EVENTS  
MANAGER**

# Chief Executive's Introduction

Thank you for your interest in the role of Events and Commercial Manager at St Mary's Students' Union (SMSU).

At SMSU, we're proud to be part of a university with a long-standing tradition of educational excellence, a strong sense of community, and a commitment to putting students at the heart of everything we do.

With a student-centred approach and a dynamic, inclusive culture, we aim to create enriching experiences both inside and outside the classroom. This is an exciting time to join us.

As we continue to grow and evolve our services, the Events and Commercial Manager will play a vital role in shaping the social and commercial life of the Union.

From major campus events to daily bar operations, this role blends creative planning with hands-on leadership to deliver a vibrant, inclusive, and sustainable programme for our students

As a key member of our team, you'll lead on everything from Welcome Week to developing new commercial partnerships. You'll bring strong operational expertise, excellent communication skills, and a passion for creating student-led experiences. In return, you'll work in a fast-paced, supportive environment where you'll have the opportunity to make a real and lasting impact. We're excited to meet candidates who are motivated, imaginative, and committed to delivering exceptional service to our student community.

Thank you once again for your interest in joining our team. We hope you will consider applying and contributing to the continued growth and success of SMSU.



Kind Regards,

**James Turnbull**  
CEO



# About the Students' Union

SMSU is a charity run by students, for students!

Each year the student-body elects two peers to represent them as sabbatical officers aka Presidents.

The Student Life President is the Chair of the Board of Trustees, leads on social events, societies, fundraising, sport, welfare and campus facilities including accommodation.

The Education President sits on senior academic committees and leads on academic representation, course reps and subject chairs.

Alongside our two Sabbatical Officers, we have four Elected Vice-Presidents covering areas of Wellbeing, Inclusion, Postgraduate and International.



## Job Description

The Events & Commercial Manager is responsible for managing and developing all major student events, social activities, and the commercial operations of the Students' Union at St Mary's University. This includes overseeing the SMSU bar, food and drink services, event production, and commercial hires. The role combines creative event planning with operational oversight and income generation. The postholder will work closely with internal stakeholders, student groups, external promoters, suppliers, and University departments to deliver a dynamic, inclusive, and financially sustainable events and commercial programme.

**Salary:       £38,784 per annum**

**Hours:        36 hours per week, 52 weeks per year**

**Term:         Permanent**

**Closing date: 28<sup>th</sup> September, 23:59pm.**

If you would like more information or an informal chat, please email [smsu@stmarys.ac.uk](mailto:smsu@stmarys.ac.uk).

# Your Responsibilities

## **Events Management**

Develop, manage, and evaluate all Union-led events, including Welcome Week, seasonal parties, live music, and awareness campaigns.

Coordinate student-led and officer-led activities from brief to delivery.

Ensure compliance with licensing, health and safety regulations, and university policies.

Liaise with suppliers, partners, and stakeholders to coordinate logistics, production, and safety documentation.

Act as key contact for Union events, keeping detailed production and budget records.

Innovate and expand the events portfolio through collaboration with promoters and external venues.

Represent the Students' Union at key institutional events such as Open Days and fairs.

## **Commercial Operations**

Manage the day-to-day operation of the SMSU bar and commercial space to increase usage and profitability.

Design and deliver a high-quality commercial food, drinks, and events offer aligned with SMSU's brand and values.

Coordinate private hires, conferencing, and bar events both internally and externally.

Oversee stock management, ordering, cellar duties, and cash handling procedures.

Oversee the daily SOP's.

Develop commercial partnerships, oversee advertising sales, and maintain supplier relationships.

Ensure the cleanliness, functionality, and safety of bar and event facilities.

## **Staff and Volunteer Management**

Lead and motivate casual bar staff and student volunteers, ensuring excellent customer service at all times.

Train staff on licensing, health and safety, and service protocols.

Supervise and brief teams before shifts and events, ensuring alignment with operational plans.

## **Income Generation and Financial Management**

Achieve income targets set within the Students' Union central budget through bar operations, events, and external partnerships.

Produce and manage budgets for events and commercial operations, including forecasting and contingency planning.

Monitor and evaluate fundraising initiatives and commercial partnerships.

# Person Specification

Essential

Desirable

## Knowledge and Experience

Proven experience in both event management and bar/commercial operations.

X

Ability to manage budgets and reach income generation targets.

X

Experience producing risk assessments and overseeing safety compliance.

X

Skilled in stakeholder engagement and forming commercial partnerships.

X

Knowledge of the Higher Education or Students' Union sector.

X

Holding a personal alcohol license or willingness to obtain one.

X

## Skills and Abilities

Excellent customer service and communication skills.

X

Experience leading staff or volunteers in a busy environment.

X

Commitment to promoting inclusivity and diversity through events and services.

X

Awareness of entertainment trends and student audience segmentation.

X

Skilled in marketing and social media promotion.

X

Strong IT and data handling skills (MS Office, spreadsheets analytics).

X

## Personal Qualities

Ability to work evenings and weekends where necessary.

X

**THANK YOU**



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[www.stmaryssu.ac.uk](http://www.stmaryssu.ac.uk)