

Job Description: Senior Events Lead

Role Specific

1. Develop and execute strategic plans for all events (internal and external) considering objectives, target audience and desired outcomes.
2. Manage events budgets, ensuring impact and efficiency at every stage of event planning and execution.
3. Liaise with Head of Communications, Marketing Manager and Senior Design Lead to ensure exciting and engaging brand and customer experience consistency at every stage of an event.
4. Coordinate the annual events calendar liaising with all relevant stakeholders.
5. Communicate with key stakeholders for every event to ensure consistency of delivery.
6. Lead event working groups to plan and deliver the Group's event portfolio.
7. Coordinate the workflow of the Events Assistant to ensure that objectives are met at all times.
8. Undertake analysis of each event (quality of attendees, overall registrations, daily execution, performance etc) with full understanding of data, to measure and analyse each event's impact in order to effectively inform future events.
9. Ensure a consistent presence at all offsite events.
10. Ensure events align with organisational communication plans and recommendations to enhance effectiveness.
11. Establish and maintain event management best practices, policies and operating procedures.
12. Ensure all involved parties are fully briefed on the purpose and intended outcome of all events to ensure the best possible customer experience.
13. Ensure customer experience remains a top priority throughout event planning and execution.
14. Undertake relevant health and safety, security and risk assessments or liaise with appropriate departments to do this.
15. Continuously improve event management and delivery processes through templatisation and automation.
16. Serve as the main point of contact for all event-related inquiries and communications between different teams and stakeholders.
17. Prioritise and schedule work effectively, anticipating problems and adjusting the allocation of resources and time accordingly.
18. Act as a marketing link person for cross-college colleagues, providing effective marketing solutions for business needs.
19. Support the broader marketing department e.g. with proofing support, other projects and events, as required.
20. Play a key role at team meetings, sharing ideas, best practice and keeping others up to date with delivery.



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College Responsibilities

1. Share the College's Vision, Mission, Values, Behaviours and communicate them effectively
2. Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation
3. Value diversity and promote equality
4. Engage in marketing activities and liaison with employers and the wider community in line with College strategies
5. Contribute to cross-college events
6. Adhere to College policies and procedures including health and safety
7. Ensure good communication at all levels
8. Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults
9. Any other duties that the Principal considers appropriate

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Person Specification	Senior Events Lead
Qualifications and Attainments	Essential / Desirable
4 GCSEs or equivalent including Maths and English at Grade C or above or experience to demonstrate this level of knowledge	Essential
Relevant degree level qualification	Essential
Professional qualification in Marketing (CIM) or working towards (equivalent experience may be considered for the ideal candidate)	Desirable
Training, Experience and Knowledge	
Proven track record planning, executing and analysing events, utilising data to inform future activities	Essential
Proven track record managing, forecasting and reporting on event budgets to ensure maximum cost-effectiveness	Essential
Experience managing stakeholders at all levels to ensure effective event delivery	Essential
Experience of creating and managing an event calendar/portfolio in partnership with stakeholders	Essential
A proven track record of strong project management capability, keeping yourself and others on track and accountable	Essential
Experience leading others to achieve objectives, and coordinating workflows to ensure impact	Essential
Experience establishing and maintaining event management best practices, policies and operating procedures	Essential
A proven track record of consistently delivering a high-quality customer experience at both internal and external events	Essential
Proven track record of working with suppliers and outsourced marketing services, ensuring high levels of engagement and effective delivery at all times	Essential
Excellent writing and proof-reading skills with good attention to detail	Essential
Experience of building effective relationships and working as part of a team	Essential
Experience of using WordPress, Hootsuite and Campaign Monitor Systems	Desirable
Ability to produce artwork using Canva and InDesign	Desirable
Experience of working in an education setting	Desirable

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Personal Skills and Attitudes	
Possess excellent project management skills	Essential
A creative and adaptable thinker	Essential
Be an effective communicator	Essential
Possess excellent interpersonal skills	Essential
Be passionate and enthusiastic	Essential
Possess the ability to positively influence others	Essential
Be able to lead and manage the workloads and priorities of others	Essential
Have a highly responsive, flexible and adaptable attitude	Essential
Excellent organisational skills	Essential
Ability to multi-task, re-prioritise and juggle conflicting deadlines	Essential
Display initiative and be solution-focused	Essential
Excellent IT skills	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential
Be a team player	Essential
Demonstrate a commitment to the process of continuous review and improvement	Essential
Suitability to work with children young people and/or vulnerable adults	Essential
Flexible approach to working times in line with the College	Essential
Full UK driving license and access to a car for business use. Please note the role will involve some travelling, for example, to local businesses, schools and events, as required.	Essential