



Job Description

Job title:	Events Co-ordinator (SETsquared)
Department:	Research & Innovation Service (RIS)
Grade:	6
Reports to:	Innovation Director (SETsquared)
Location:	SETsquared Innovation Centre, Carpenter House

Job purpose:

The University of Bath's Head of Enterprise has been seconded to SETsquared, the enterprise partnership of the universities of Bath, Bristol, Exeter, Southampton and Surrey, for three and half years (1 November 2017 to 31 March 2021) and this Senior Programme Coordinator role will report to him for SETsquared activities from 1st April 2018.

SETsquared runs a large number of high-profile events and training programmes each year including showcases for international business investors and presentations political stakeholders at the House of Commons. The showcases, presentations and training programmes bring together scale-up businesses, investors, corporates as well as senior academic and political audiences from across the South of England with the purpose of helping start-up businesses to grow and deliver economic impact. The role of Senior Programme Coordinator will provide professional leadership for this important activity along with supervising the work of the other members of the SETsquared events team.

Building on a 15-year track-record of high-quality event delivery, this role opens up new opportunities to coordinate a portfolio of over 50 events per year across the SETsquared Partnership involving some 2,000 delegates and participants. Running successful events is critical for SETsquared and is the means by which it brings together businesses, academics, corporates and investors and help raise the investment, secure grants and win contracts that enables SETsquared supported companies deliver economic impact.

The post holder will be responsible for delivering an annual calendar of events and training programmes agreed by the SETsquared Management Board and directed by the Programme Director and for implementing all the day to day activities to their successful running, including responsibility for:

- Engaging with the SETsquared Central team, Centres, Practice Groups, University academics, research commercialisation teams and Management Board and interpreting their strategies and ideas as concrete plans for events and training programmes
- Engaging with SMEs, corporate and investor audiences
- Line management of 4 SETsquared events team members and supervising workload
- Devising and implementing strategies for attracting delegates and recruiting speakers
- Conducting market research in order to identify relevant event content to support SETsquared's goals
- Event/programme budget management
- Reporting on events/programmes, including identifying outputs and outcomes
- Day to day administration of events & programmes including: confirming speakers, liaison & booking of venues

Job purpose:

- Online/off-line marketing & promotion of events & programmes both internally and to external organisations, particularly to business
- Establishing and maintaining of a database marketing capability
- Awareness and promotion of upcoming funding opportunities which could potentially lead to events and networks

The role will work across SETsquared, but be part of and responsible to the SETsquared Central team.

Staff management responsibility:

This role will have both a supervisory role for external contractors where there are peaks in demand with externally funded events.

This role will have management responsibilities for SETsquared events co-ordinators (currently one and one additionally being hired) and all event interns.

Main duties and responsibilities :**Main Tasks:**

1. Provide coordination for all SETsquared programmes and events and deliver a professional and high quality approach consistently.
2. Provide a similar professional and high quality approach including advice to the organisers at other events held by SETsquared centres and/or partners and, when required, provide support including the provision of an appropriate brief for the most senior staff and external stakeholders.
3. Work closely with SETsquared's Programme Director to pro-actively prepare and present proposals for new programmes and events and for refreshing existing programmes and events to support SETsquared's business plan and specific projects
4. Coordinate the day-to-day work of staff, determining priorities; promoting appropriately each event; securing and managing venues and internal and external suppliers; managing budgets;
5. Recruit, supervise and train temporary staff for events at times of peak demand.
6. Manage appropriate databases in support of SETsquared, including the management of invitations to programmes and events;
7. Work closely with SETsquared's marketing team to maximise and realise the publicity opportunities for each programme and event, including the appropriate use of social and new media;
8. Organise feedback from attendees of programmes and events in order to engender a process of continual improvement;

Main duties and responsibilities :
9. Contribute to the other work of SETsquared as appropriate and as agreed from time-to-time.
Links: <ul style="list-style-type: none">• All staff in the SETsquared Central Team, Management Team, Centres Practice group• SETsquared Centre members• Investors and Corporates• External suppliers• Businesses and business organisations e.g. the CBI, Institute of Directors & The Economist Conferences
Special/Unusual Requirements of the Job: <p>A number of events, particularly training programmes and dinners, are held in the evening and away from 'home' and the appointee will be expected to oversee, with events support, a number of these events in person.</p>

Person Specification

Criteria	Essential	Desirable	Assessed by		
			A/F	I/T	R
Qualifications					
Good degree or relevant equivalent qualifications.	√		√		
Qualification in events management or a relevant professional field or several years of relevant equivalent experience	√		√	√	
Knowledge and Experience					
Successful and relevant project management (ideally in event management), including team leadership, in situations where attention to detail is vital	√		√	√	√
Successful and relevant experience in working with technology start-up companies	√				
Successful experience of managing a range of high profile events.		√	√	√	
Background of working with multi-party HEI partnerships	√		√	√	
Skills					
Excellent communication skills, written and verbal, including writing briefs	√		√	√	√
Excellent interpersonal skills	√		√	√	√
Sensitivity to handling high profile VIPs and guests; social and emotional intelligence to handle such situations deftly	√		√	√	√
Ability to lead and manage staff effectively	√		√	√	√
Team working skills – able to work effectively with staff and across the partner Universities and business stakeholders	√		√	√	√
ICT and WWW literate – ability to use technology effectively to improve communication and efficiency.	√		√	√	
Ability to gather and communicate best practice in events management		√	√	√	√
Languages – this is a highly international business environment and language skills are an advantage		√	√		
Attributes					
Willingness and ability to work “out of hours” normally by prior arrangement	√			√	
Interest in current affairs and corporate affairs.		√	√	√	

Code: A/F – Application form, I/T – Interview/Test, R – References

Effective Behaviours Framework

The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.

Managing self and personal skills:

Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.

Delivering excellent service:

Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.

Finding innovative solutions:

Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.

Embracing change:

Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.

Using resources:

Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University.

Engaging with the big picture:

Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.

Developing self and others:

Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.

Working with people:

Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.

Achieving results:

Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.