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**Job Description**

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| **Job title:** | **Events Officer– School of Management** |
| **Department/School:** | **International & Alumni Engagement, School of Management** |
| **Grade:** | **6** |
| **Location:** | **University of Bath campus** |

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| **Job purpose** |
| As a specialist Events Officer, you will lead on the planning and delivery of high priority, reoccurring and one-off events that enable and underpin the School of Management (SoM) strategy to recruit high quality students, enhance our research reputation and engage our stakeholders.  This critical role will have authority and responsibility for the design, development, and management of the SoM’s busy events programme, as well as leading on the delivery of high-profile events. In addition, the role will have responsibility to liaise both within the School and across the University to ensure that events are well coordinated and that we generate the quantity and quality of audience to meet our objectives. The role holder will need to be able to manage and prioritise event pipeline accordingly.  The School is significantly expanding its portfolio of events and the post holder will lead SoM practice in the planning, communication and delivery of effective events, acting at times as a source of specialist advice to colleagues and building institutional capacity in event management. In particular, we are keen that the individual is able to analyse return on investment for each event using a range of data, including pre- and post-event attendee feedback, attendance figures and participant observations. It is expected that the role holder will present this analysis to executive board and will inform future events strategy.  In planning an event, you will need to capture and articulate desired outcomes, develop a detailed delivery plan, source and book venues, liaise with suppliers, coordinate invitations by post and email, supervise staff involved with event delivery, prepare briefing notes, conduct risk assessments, brief senior colleagues, manage budgets, evaluate event delivery and report on proposed future improvements.  The role will cover virtual and physical events and may involve domestic and international travel |

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| **Source and nature of management provided** |
| Reports to Head of International & Alumni Engagement |

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| **Staff management responsibility** |
| None at present |

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| **Special conditions** |
| The nature of the role will require a reasonable degree of flexibility with regard to working pattern. This will include work at weekends and in the evening for which TOIL will be provided. TOIL to be taken with agreement of post-holder’s line manager |

| **Main duties and responsibilities** | |
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| **1** | Lead the planning and delivery of high priority reoccurring and one-off events that enable and underpin the School of Management strategy to recruit high quality students, enhance our research reputation and engage our stakeholders. |
| **2** | Event Management:   * Strategically plan and deliver a mix of hybrid and face to face events to achieve the SoM wider objectives. * Management of all day-to-day events activities * Execute events to a high-quality standard, delivering on time and achieving the School wide objective. * Analyse return on investment for events thus shaping future events strategy & reporting to executive board * Events must adhere to all legal requirements and follow University policy. * Contribute to the wider University events programme, connecting with other Faculties and Central University teams. * Provide specialist events consultancy to School staff and students to ensure their events meet the required standards. |
| **3** | Stakeholder Management:   * Develop and maintain flexible and effective working relationships with a network of external service providers, to ensure the agreed events programme can be implemented on time, to quality, to scope, to budget. * Build trust and act in close collaboration with internal stakeholders and departments to ensure opportunities for synergy and consistency in working practice are identified and realised and the School’s capacity to deliver high quality events which raise profile and strengthen engagement is enhanced. |
| **4** | Marketing and Database Management:   * Work closely with the Marketing team to develop promotional campaigns, online social media and CRM invites, event web pages, in line with the School’s communication plan. * Ability to use the Gecko registration system to design and create registration forms alongside the central CRM team. |
| **5** | Budget Management:  Establish, define an events budget, and accurately track and manage costs with budget owners. |
| **6** | Post Event Reporting   * Monitor and track event engagement, sign ups and achievement of KPI’s for each event. * Liaise with stakeholders to conduct detailed reporting and data analysis following each event, with recommendations for future activities. * Build an understanding and awareness of relevant developments and trends in events management, both within and without the Higher Education sector, nationally and internationally and respond to them as appropriate. |
| You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. You are required to follow all University policies and procedures at all times and take account of University guidance. | |

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**Person Specification**

| **Criteria** | **Essential** | **Desirable** |
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| **Qualifications** |  |  |
| Education to degree level or equivalent with substantial experience or possessing equivalent experiential learning/work experience  Professional Events qualification or equivalent | **ü** | **ü** |
| **Experience/Knowledge** |  |  |
| An excellent track record of achievement in event management  Experience of delivering high profile events involving multiple stakeholders  Proven ability to manage a diverse portfolio of work in a multi-stakeholder environment  Significant experience of working in an event related capacity in Higher Education or similar sector  An understanding of the role effective event management can play in the Higher Education sector  Knowledge and understanding of the latest trends in effective event management sufficient to engage with colleagues from a position of mutual understanding and respect  Experience of managing priorities, processes and procedures in a complex service-delivery environment  Experience of managing and motivating event staff | **ü**  **ü**  **ü**  **ü**  **ü** | **ü**  **ü** |
| **Skills** |  |  |
| Outstanding project management skills including effective communication  Sensitivity to requirements of handling a range of individuals of all seniority with social and emotional intelligence to handle such situations appropriately  Excellent interpersonal skills with ability to develop and maintain good working relationships across and outside the SoM and University.  IT literate including proficient use of MS Office and an understanding of the use of databases in event management, including a strong understanding of virtual event platforms and CRM registration systems | **ü**  **ü**  **ü**  **ü** |  |
| **Attributes** |  |  |
| Proven personal leadership qualities including self-motivation and the ability to motivate high performance in others  Adaptable and flexible  Ability to develop networks and manage conflicting priorities for self and others  Decisive and responsive  Customer focused  Empathy with the values and culture of the University of Bath  Resilient under pressure  Flexible and able to cope with competing demands  Diplomatic and willing and able to negotiate to achieve win-win / mutually-desired outcomes | **ü**  **ü**  **ü**  **ü**  **ü**  **ü**  **ü**  **ü**  **ü** |  |