

**JOB DESCRIPTION**

**Job Title:** Events Manager

**Service:** External Relations

**Location:** Docklands

**Grade:** F

**Responsible to:** Head of Events

**Responsible for whom:** Events Officers

**Liaison with:** Other staff within External Relations, schools & services, external suppliers & stakeholders

**Build your career, follow your passion, be inspired by our environment of success. #BeTheChange**

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London is now in Year 6 of its transformational 10-year Vision 2028 strategic plan led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 5.0 careers-first education.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in a high-paced inclusive and diverse University community that is never not moving forwards.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**EXTERNAL RELATIONS DIRECTORATE:**

We have built an external relations directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams, including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement and the International Office. We are looking for team members who will be part of embedding an innovative practice to our external relations directorate and enjoy working in an agile environment as we work towards a culture of the ‘continuous new’.

**JOB PURPOSE:**

Bringing Vision 2028 to life, the annual corporate events calendar is a diverse series of engagements targeted at key stakeholder groups.

Within this role, you will manage the end-to-end delivery of key flagship events with an attendance of up to 10,000 people, from creative concept to management on the day and full evaluation, ensuring each event aligns with the organisation’s strategic priorities.

Managing an events officer, this role focuses on flagship corporate and internal events delivered in different modes, including physical, virtual and hybrid capacities. For each event, you will work within a set budget and meet key targets related to engagement and sentiment, which feed into the team’s annual KPIs.

You will work collaboratively to devise new and enhance existing events, building key relationships internally to support cohesive delivery and provide guidance to those running their own events to ensure consistent quality.

This is a key role within the team, which often requires liaison with the University Executive Board, governors, and key VIPs, including guest speakers, performers and honorary award recipients.

As part of this role, you will also be responsible for coordinating the honorary nomination process, ensuring the correct protocols are followed and liaising directly with the Provost to agree the sign-off at the Academic Board.

**MAIN DUTIES AND RESPONSIBILITIES:**

The following duties and responsibilities are intended to give a broad indication of the variety of tasks that an Events Manager may be expected to undertake. This is not an exhaustive list of activities and employees may be asked to undertake other duties which are commensurate with the grade and circumstances.

* To work with the Head of Events to create an immersive events calendar that showcases the university’s strategic priorities and meets annual targets around engagement and sentiment.
* Strategic ownership of key flagship events managed to ensure they are delivered to an award-winning standard with clear ROI. This includes ensuring that they maintain within budget and reach any financial targets associated.
* To take an operational lead role in managing the prestigious graduation ceremonies, managing junior staff and volunteers as required.
* To develop tailored engagement strategies alongside events and manage all aspects of event marketing and communication, including CRM, intranet and website, as well as procuring external marketing channels. This also involves developing briefs for senior management and dealing with event queries and complaints as necessary.
* To build connections with external stakeholders, including local businesses and other groups that support increased attendance and impact. When working with suppliers, this also extends to negotiating the best rates for the university.
* To work collaboratively with internal stakeholders, including the University Executive Board, Deans and Directors, as well as the wider university community to ensure cohesive event delivery.
* To coordinate the honorary nomination process, liaising directly with the Provost and ensuring the correct protocols are followed.
* To take a lead role in research on market intelligence and devising strategies to maximise the chances of producing high quality and prestigious VIP influencers, alumni & honorary award holders’ events to attract national and global names to UEL, including, but not limited to, key decision makers and political influencers.
* To manage junior staff and support their career development.
* To source sponsorship and partnership opportunities for key events to enhance the quality and quantity of the annual event calendar.
* Any other duties appropriate to the role, as required.

**PERSON SPECIFICATION**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS**

**Essential criteria:**

* A degree or equivalent relevant professional experience (A/C)

**KNOWLEDGE AND EXPERIENCE**

**Essential Criteria:**

* Substantial experience in managing and producing large-scale complex and prestigious events for internal and external audiences (A/I)
* Experience in devising and implementing hybrid and virtual events (A/I)
* Can demonstrate the raising of funds and/or monetising in an event setting (A/I)
* Experience in managing staff and resources (A/I)

**SKILLS AND ABILITIES**

**Essential Criteria**

* Excellent organisational and planning skills with the ability to manage multiple competing priorities and meet urgent, tight and/or demanding deadlines (A/I)
* Imaginative and creative thinker who has a proven ability to deliver immersive experiences (A/I)
* Solutions orientated with a proven ability to remain calm under pressure, operate in a crisis and deliver to very high standards and within the budget (A/I)
* Proven ability to network; build positive relationships across the organisation, including senior management and externally with key VIPs as required to source opportunities to enhance UEL’s reputation and brand (A/I)
* Ability to work some long days, evenings, and weekends (with agreed time off in lieu) (A)
* Excellent oral and written communication skills (A/I)

**PERSONAL ATTRIBUTES AND QUALITIES**

**Essential Criteria:**

* Driven to learn, acquire new skills and keep ahead of event trends (I)
* Committed to equality and inclusion in a diverse and multicultural environment (I)

**Criteria tested by Key:**

A = Application form

C = Certification

I = Interview

T = Test