

Job Description

Job Title	Events Manager
School/Service	Communications & Events, External Relations
Grade	G
Responsible to	Senior Events Manager
Responsible for	Line management responsibilities
Job Purpose: <p>As part of the External Relations service, the Events team is committed to delivering first class professional events to help increase student numbers, showcase the University to the wider Lancashire community, and help improve the reputation of UCLan through key stakeholder engagement.</p> <p>The purpose of this role is to work within the events team to co-ordinate and cultivate a range of high-profile events across UCLan, including but not limited to: Graduation, Open and Offer Holder days, Lancashire Science Festival, and the Fashion show.</p> <p>Working with various internal and external stakeholders, this role is to curate and cultivate a range of profile-raising events to increase student numbers and positive engagement with the University. The role will manage, organise, report, and evaluate on a range of high-profile events and stakeholder engagement activities focussing on key academic strengths of UCLan.</p> <p>Excellent organisation, management, prioritisation, and leaderships skills are essential along with the ability to work with staff, internal and external to UCLan, at all levels. A working understanding of marketing and promotion is essential along with the ability to use and manipulate data for segmentation of marketing messages. The post holder will be a willing and able ambassador of UCLan and will be required to represent UCLan at both internal and external events and with key stakeholders.</p>	
Main Duties and Responsibilities <ol style="list-style-type: none">1. Proactively support UCLan's student recruitment and stakeholder events engagement activities in support of the University's key objectives and enhancing the reputation of the University2. Manage and deliver high-profile, large-scale events to increase positive engagement with UCLan.3. Liaise with academic and professional service staff, working with them to help improve student recruitment and the reputation of UCLan.4. Develop and support marketing and communications plans promoting events and stakeholder activities across appropriate channels5. Identify and work closely with external contractors and suppliers to facilitate event requirements6. Manage a team of event co-ordinators and assistants to effectively and consistently engage with and deliver high-level events.7. Manage, report and work within agreed budget requirements for specific activities and campaigns.8. Write engaging marketing material to promote and increase engagement in events.	

9. Brief in design projects to in-house designers or external agencies ensuring adherence to brand guidelines and maintaining the brand integrity of UCLan.
10. Analyse information and data to produce metrics and reports making recommendations as appropriate.
11. Support organisational objectives, work collaboratively with colleagues to raise, and enhance the profile and reputation of the University.
12. Co-ordinate projects and groups involving colleagues from across External Relations and across the University, chairing and minuting meetings as required.
13. Ensure high standards of delivery by self and others in all aspects of work.
14. Ensure high standards of service to both internal and external customers.
15. Undertake Risk Assessments and other duties ensuring events and activities are safe for internal and external customers
16. Undertake other duties as determined by the External Relations Service

Person Specification

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Attributes	Essential	Desirable	Measured By
Work Experience	Substantial and recent experience of working in a busy high-pressured events management, marketing or communications, environment.	Experience of running corporate events within the Higher Education sector.	Application form / interview
	Demonstrable experience of delivering events to a range of internal and external stakeholders.		Application form / interview
	Demonstrable experience in identifying and developing opportunities for business and stakeholder engagement.		Interview
	Recent and substantial experience of leading a team to deliver successful events		Application form / interview
	Line management experience of managing small to large teams		Interview
Education/Qualifications	Educated to degree level in Events Management or a related discipline. Or relevant, demonstrable, and up-to-date experiential learning.	Postgraduate level qualification in Management and Leadership.	Application form
		An understanding of working with health and safety procedures and risk assessment guidelines	Application form

		Professional marketing or communications qualification.	Application form
Skills/Abilities	Extensive knowledge and demonstrable experience of event management, from brief to on-the- day execution to evaluation and reporting.		Application form / interview
	Proven organisational and project management skills.	Relevant project management qualification.	Application form / interview
	Proven experience of managing effective relationships with a range of audiences.		Interview
	Excellent copy writing skills		Interview
	Experience of marketing and communications tools and techniques including web, PR, and social media.	Experience of writing for the web	Interview
	Experience of public speaking and presenting.		Interview
	Experience of databases and client relationship management systems		Interview
	Ability to priorities and schedule work to meet multiple deadlines.	Proven ability to meet targets, milestone and agreed outputs within agreed deadlines.	Application form / interview
	Excellent interpersonal and influencing skills and ability to engage with a wide range of audiences.		Interview
	Comprehensive understanding and experience of Office IT applications/packages.	Experience of using One Note, or similar system, for event planning.	Interview
Other	An understanding of and commitment to the University's values as a		Interview

	framework for decisions, actions, and behaviours.		
	Self-motivated with the ability to work independently and think creatively.		Interview