

## Events Manager - Communications & Events, External Relations - Grade G

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Job Description

### Purpose

To co-ordinate and cultivate a range of high-profile events across the University, including but not limited to: Graduation, Open and Offer Holder days, Lancashire Science Festival, and events on the University Square.

### Duties

1. Proactively support stakeholder events engagement activities and student recruitment in support of the University's key objectives and enhancing the reputation of the University.
2. Manage and deliver high-profile, large-scale events to increase positive engagement with the University and manage events on the University Square, which may be externally or internally driven.
3. Liaise with external stakeholders, academic and professional service staff, working collaboratively with them to help improve the reputation of the University and student recruitment.
4. Develop and support marketing and communications plans, promote events and stakeholder activities across appropriate channels as well as write engaging marketing material to promote and increase engagement in events.
5. Identify and work closely with external contractors and suppliers to facilitate event requirements.
6. Project manage and lead a planning team where required to effectively and consistently engage with and deliver high-level events.
7. When required, line manage and support staff with their training and development, objective setting and performance management to ensure their effective delivery of events.
8. Manage internal and external venue hire requests for event spaces including the University square to generate revenue and drive commercial business.
9. Manage, report and work within agreed budget requirements for specific activities and campaigns.
10. Brief in design projects to in-house designers or external agencies ensuring adherence to brand guidelines and maintaining the brand integrity of UCLan.
11. Analyse information and data to produce metrics and reports making recommendations as appropriate.
12. Co-ordinate projects and groups involving colleagues from across External Relations and across the University, chairing and minuting meetings as required.
13. Undertake post-event evaluations, de-brief meetings with lessons and report on successes and areas for improvement.
14. Create risk assessments, event safety management plans and other documents to ensure events and activities are safe.
15. Undertake any other duties commensurate with the post and the grade as agreed.

Evening and weekend work will be a regular feature of this role and occasional long working hours.

## Person Specification

### **Knowledge, Skills, and Behaviours (Essential)**

- Substantial and recent experience in a busy high-pressured events management, marketing or communications environment, with proven expertise in delivering events for internal and external stakeholders, managing venue hire and commercial events and overseeing the entire event lifecycle from initial brief through to execution, evaluation and reporting (Application/Interview).
- Recent and substantial experience of leading a team to deliver successful events (Application/Interview).
- Demonstrable experience in identifying and developing opportunities for business and stakeholder engagement (Application/Interview).
- Educated to degree level in Events Management or a related discipline. Or relevant, demonstrable and up-to-date experiential learning (Application/Interview).
- An understanding of working with health and safety procedures and risk assessment guidelines (Application/Interview).
- Proven organisational, prioritisation and project management skills, with an ability to work within a matrix structure across all projects and events and meet multiple demanding deadlines (Application/Interview).
- Experience of marketing, copy writing and communications tools and techniques including web, PR and social media (Application/Interview).
- Excellent interpersonal and influencing skills and ability to engage with a wide range of audiences with experience of public speaking and presenting (Application/Interview).
- Proficiency in the use of IT and Microsoft Office suite of packages and databases. (Application/Interview).
- Physical ability to support occasional manual handling and other physical tasks during event set-up and de-rig (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

### **Knowledge, Skills, and Behaviours (Desirable)**

- Experience of running corporate events within the Higher Education sector (Application/Interview).
- Experience of business development, income generation and gaining sponsorship for events. (Application/Interview).