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**JOB DESCRIPTION**

**POST:**  Events Project Officer

**POST REF:** ER/03

**SCHOOL/ DEPARTMENT:** Marketing and Communications

**GRADE:** 5

**REPORTING TO:** Events Project Manager

**MANAGEMENT RESPONSIBILITY:** N/A

**JOB PURPOSE:**

As a recognised expert in conference and events organisation, provide a highly professional service to the University in planning and organising activities across the University’s annual events programme, including the management of high level relationships that help promote and support the Service. This includes managing relationships and taking decisions at an appropriate level to support and progress agreed projects. Working alongside the Events Project Manager, provide leadership and expertise in developing, delivering and evaluating effective systems, processes and learning opportunities to maximise the efficiency of the function. Take the leading role in training, supporting and advising colleagues across events systems and deputise for the Manager where appropriate. Act as an advocate for the annual programme, including core tasks to promote and publicise the University’s offer.

**DUTIES AND RESPONSIBILITIES:**

Operating as a source of knowledge and expertise for the University on Conference and Events organisation work across the following areas:

**Planning and Organisation**

* Lead on project managing and organising a range of internal and external conferences and events from conception through to delivery. The suite of activities being managed at any one time will be overseen by the Events Project Manager and can include both internal and external activities.
* Understand strategic event objectives, ensuring they fit with overall event objectives.
* Across the conferences and events being supported, provide ‘end to end’ planning and support to ensure that timescales at each stage of the preparation process and in delivery are met.
* Act as the point of contact for all delegate and event enquiries via both phone and email to ensure appropriate marketing and the highest level of service is delivered.
* Co-ordinate suppliers and any associated bookings in relation to the conferences and events being managed, ensuring the timely delivery of services and setting clear expectations for what will be provided.
* Ensure delegates and speakers have been provided with the correct and relevant event information in a timely manner.
* Ensure that timescales are thoroughly planned and met at each stage of the preparation, planning and delivery process.
* Working as an events expert, demonstrate attention to detail, creative input and specialist knowledge to contribute proactively to planning and implementation.
* Proactively identify best practice in events delivery and use this to shape and inform the development of systems, processes and delivery.

**Relationships**

* Actively network across the City, the region and beyond, to promote the work of conference and events, raise awareness about the services offered and the facilities available, identifying new opportunities for public engagement and new channels for promotion.
* Liaise in a timely and professional way with internal & external stakeholders connected to any events you are managing, helping to operationalise ideas and deliver objectives.
* Acting as part of the University’s team of events experts, provide a central point of contact for advice on events to colleagues across the institution and beyond.
* Cultivate and maintain positive relationships with external suppliers, taking a lead in monitoring their performance and maintaining a contact database on the team’s behalf.
* Working alongside the Events Project Manager, ensure timely Invoice and payment management, following up on any outstanding debts with appropriate actions.
* Lead on training colleagues inside and outside the team on processes and practice that support and enhance both the Events function and the wider impression the University creates when staging public activities.
* Understand different channels, audiences and needs to tailor events accordingly.
* Operate as a team player. Support other members of the Events Team during periods of particularly high workload so that the overall events programme is delivered to a consistently high standard.
* Act in mentoring capacity to new members of the team, providing training and advice as required.

**Decision Making**

* Provide advice and guidance to colleagues across the spectrum of events activities, taking appropriate decisions in the absence of the Events Project Manager and applying judgement and initiative to pre-empt and address challenges.
* Work flexibly and adapt your approach to meet changing needs and circumstances as the planning and implementation of a conference or events evolves.
* Use your initiative and experience to proactively help plan events successfully, offering input and insight where you can see benefits to alternative ways of achieving objectives.
* Judge when to elevate appropriate decisions to management/senior level.
* Balance a number of competing responsibilities at any given time, prioritising effectively to meet deadlines.
* Proactively involve the right people in planning and decisions.

**Systems & Processes**

* Alongside the Events Project Manager, lead on developing, delivering and evaluating systems and processes for events to deliver an efficient and effective service that integrates with other key systems in the University.
* Monitor data held by the team on a regular basis to ensure this is stored and used in line with the team’s data retention schedule and wider responsibilities.
* Maintain the events database.
* Input & extract information from various University systems.
* Set up online bookings & payments.
* Set up & monitor budgets & expenditure for specific events.
* Manage incoming event invoices from suppliers and outgoing event invoices to customers from the events system.
* Record all data relating to events appropriately.

**Selling and Publicising**

* Act as an advocate for the annual programme, proactively promoting this to external stakeholders and identifying opportunities for joint working.
* Produce key communications for specific event set up & support:
* Eventbrite
* Website event and calendar pages
* Setting-up and managing online store pages.
* Initiate the design and purchase of tailored marketing materials and merchandise for events.
* External website advertising.
* Invitations and promotional communications.
* Pre & post event communication.
* Maximise income generation through the sale of space & accommodation on campus.

Plus

* Any other duties as may reasonably be required.
* Ensure that the highest standards of professional performance are maintained
* Promote equal opportunities in the work of the department to include a commitment to the International Strategy of the University
* Ensure compliance with relevant legislation and statutory codes of practice, as advised
* Participate in the arrangements for performance review
* Ensure that professional skills are regularly updated through participation in training and development activities
* Ensure all University policies are implemented within the remit of this post

**HEALTH & SAFETY**

Under the Health & Safety at Work Act 1974, whilst at work, members of staff must take reasonable care for their own health and safety and that of any other person who may be affected by their acts or omissions.

*This is not a comprehensive definition of the post. Postholders are expected to undertake any work that comes with the remit of the post’s main objective. This job description will be kept under review and may be changed at any time subject to consultation with the postholder.*

**PERSON SPECIFICATION**

**POST TITLE: Events Project Officer**

**SCHOOL/ DEPARTMENT: Marketing and Communications**

**The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.**

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| **REQUIREMENTS**  The post holder must be able to demonstrate: | **ESSENTIAL (E)**  **DESIRABLE (D)** | **MEASURED BY:**  **A Application form**  **S Shortlisting**  **I Interview**  **T/P Test/Presentation** |
| **EDUCATION/TRAINING** |  |  |
| Qualifications in events management | **D** | **A** |
| **KNOWLEDGE & EXPERIENCE** |  |  |
| Relevant experience in events management and delivery.  Experience of event management within a HE environment is desirable. | **E**  **D** | **A/S/I**  **A/S/I** |
| Experience of costing and monitoring expenditure for a variety of projects of differing sizes and complexity.  Experience of income generation  Relevant experience in corporate events | **E**  **E  D** | **A/S/I**  **A/I**  **A/I** |
| **SKILLS & ATTRIBUTES** |  |  |
| Experience of working with computer applications in an office environment especially MS Office applications including Access | **E** | **A/S/I** |
| Ability to review and evaluate systems and processes and identify areas for improvement and creative solutions  Excellent interpersonal and communication skills  Calm and professional approach to dealing with both internal and external clients | **E**  **E**  **E** | **I**  **I**  **I** |
| High levels of accuracy when working with numerical data | **E** | **I** |
| Organisational skills  Demonstrate a creative approach to event planning and management | **E**  **D** | **I**  **A/I** |
| Ability to organise complex workload and prioritise conflicting demands. | **E** | **I** |
| **BEHAVIOURS**  Behaviours will be tested at interview against the Contribution Framework (available on the recruitment web site under Our Culture & Values - Values & Principles) [www.yorksj.ac.uk/values-and-principles](http://www.yorksj.ac.uk/values-and-principles) | | |
| Leading myself and others  Delivering a great service  Taking a professional approach  Working together as a team | **E  E  E  E** | **I  I  I**  **I** |
| **SPECIAL FEATURES** | | |
| Work Flexible hours, weekend/evening  Work alongside other departments promoting team work | **E**  **E** | **I**  **I** |