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# JOB DESCRIPTION

**POST:** Events Co-ordinator

**REF:**

**DEPARTMENT:** Marketing, Student Recruitment and Admissions

**GRADE:** 4

**REPORTING TO:** Events Projects Manager

**SUPERVISORY 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 internal and external stakeholders that help promote and support the Service. Leading on event projects with a focus on the commercial and income generation events. This includes managing relationships and taking decisions at an appropriate level to support and progress agreed projects. Working alongside other Events Team members provide leadership and expertise in developing, delivering, and evaluating effective systems, processes and learning opportunities to maximise the efficiency of the department and projects. 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.
* 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.
* Set up and monitor budgets & expenditure for specific events.
* Sourcing new suppliers where needed in line with individual event requirements.
* 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.
* Act as dedicated onsite support for event delivery by undertaking a wide range of tasks including health and safety monitoring, setting up of equipment and managing registration desks.
* 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.
* Flexible approach to working hours to suit team needs, this includes weekends and evening working as event projects require.

**Relationships**

* 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.
* Act as a representative of the University at campus familiarisation visits and events with external clients, providing an exceptional level of customer service across all events to build longstanding relationships and repeat bookings.
* 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.
* Develop strong and positive working relationships with colleagues in the team and wider services to present a professional and helpful impression of the team and your role.
* Understand different channels, audiences and needs to tailor events accordingly.
* Act as the point of contact for attendee communication and access needs, relaying this information clearly and in a timely manner to other operational teams supporting the event.
* 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.

**Decision Making**

* 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. Help to foresee challenges and opportunities in planning events and raising these in a timely way.
* Work flexibly and adapt your approach to meet changing needs and circumstances as the planning and implementation of an event evolves.
* Judge when to elevate appropriate decisions to a senior level.
* Balance a number of competing responsibilities at any given time, prioritising effectively to meet deadlines.

**Systems and Processes**

* Work across systems to help the team ensure that information relating to events planning, attendance, budgeting and evaluation is recorded in an accurate and timely way.
* Set up online bookings & payments.
* Through administrative support, ensure adequate systems and procedures are in operation to effectively underpin the teams work.
* Monitor supplies of stationary and other resources so that these can be ordered in a timely way.
* Maintain appropriate records and systems as requested for the successful operation of the department.
* Manage incoming event invoices from suppliers and outgoing event invoices to customers from the events system for specific event projects.
* Collate event feedback data and compile relevant event feedback reports for the Event Project Manager.
* Support all University policies including those relating to Equal Opportunities, PREVENT, and health and safety.
* Input & extract information from various University systems.
* Record all data relating to events appropriately.

**Selling and Publicity**

* 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.
* Demonstrate a personal commitment to equality, diversity and inclusion and ensure equal opportunities are integral to the work of the department.
* 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 Co-ordinator

**SCHOOL / DEPARTMENT:** Marketing, Student Recruitment and Admissions

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

## Education & Training

|  |  |  |
| --- | --- | --- |
| **The postholder should be able to demonstrate:** | **Requirement is:** | **Assessed by:** |
| Relevant degree or qualification relating to events  management | Desirable | Application |

## Knowledge & Experience

|  |  |  |
| --- | --- | --- |
| **The postholder should be able to demonstrate:** | **Requirement is:** | **Assessed by:** |
| Experience of running events | Essential | Application / Interview / |
| Experience of managing multiple projects with varied  deadlines. | Essential | Application / Interview / |
| Knowledge of Microsoft Office System | Essential | Application / Interview |
| Experience of working/operating in a team situation to  achieve shared goals. | Essential | Application / Interview |
| Experience of summarising complex information into  an understandable format. | Essential | Application / Interview |
| Experience of working with a variety of internal and  external stakeholders at all levels of organisations. | Desirable | Application / Interview |
| Experience of income generation. | Desirable | Application / Interview |
| Experience of working in an office environment. | Desirable | Application / Interview |

## Skills & Attributes

|  |  |  |
| --- | --- | --- |
| **The postholder should be able to demonstrate:** | **Requirement is:** | **Assessed by:** |
| Personal commitment to equality and an understanding of what this means in practice. | Essential | Application / Interview |
| Ability to manage multiple projects at the same time  and prioritise appropriately. | Essential | Application / Interview |
| Excellent interpersonal skills, with the ability to manage  multiple stakeholders. | Essential | Application / Interview |
| Ability to build rapport and create confidence in your  work and your team. | Essential | Interview |
| Strong organisation skills across online and offline  systems | Essential | Application / Interview |
| Demonstrate a creative approach to event planning and  management. | Essential | Application form / Interview |
| Experience of working with different digital systems,  such as the events management system. | Desirable | Interview |
| Highly professional and reliable, taking pride in your  work and showing attention to detail. | Essential | Application / Interview |

## The Leading in York St John Framework

YSJ is my University, I choose to be here, and I show my commitment by contributing to its long-term success. This Framework is used in our Recruitment & Performance Development Reviews, please take these into consideration when making your application and in your role.

|  |  |
| --- | --- |
| **Self-Assured** | I take personal responsibility. If not me, then who? If not now, then when? |
| **Agile** | I am proactive, creative and responsive in testing solutions. I continuously adapt my Approach. |
| **Socially Aware** | I contribute my knowledge, skills and time to the broader University community. |
| **Tenacious** | I confidently and passionately contribute my ideas and support others to do the same. |
| **Open-Minded** | I communicate with empathy and positivity, without prejudice. |

## Special Features

Evening and weekend work as required to cover event projects.