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# JOB DESCRIPTION

**POST:** Head of Events

**REF:** AM/CON04

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

## GRADE: 7

**SUPERVISORY RESPONSIBILITY:** Events Team

# JOB PURPOSE:

The Head of Events leads the University’s Events Team. Ensuring the reputation of the University is enhanced through the development and delivery of the University’s annual Events programme. The role takes responsibility for the strategic direction and project management of team activity, ensuring events are delivered in a way that is consistent with the University’s brand, strategy and values. The postholder will drive consistent high quality and continuous improvement across the department, setting standards and reviewing systems and processes. They play a leading role in maximising opportunities for commercial income by utilising campus facilities. Project and budgetary management underpins the full range of responsibilities. The role is at the forefront of delivering the University’s annual Graduation ceremonies and other key corporate events.

# DUTIES AND RESPONSIBILITIES:

## Planning and Organising

1. Working alongside the Director, lead on the strategic and operational delivery of the University’s Events function, ensuring an effective and highly professional service.
2. Working alongside the University Registrar and other key colleagues, lead the planning and delivery of the University’s Graduation ceremonies. Includes ownership of the event project plan and large multi-facetted budget. Responsible for decision-making across a range of operational functions and Management of priority relationships including suppliers and the venue. This will include ceremonies across York and London.
3. Lead on developing the University’s annual Events Programme, liaising with senior colleagues to ensure the programme aligns with strategic priorities and meets tactical objectives. Present the plan as necessary to senior leaders and other relevant groups.
4. Allocate responsibility of event projects across the Events Programme to team members appropriately, creating development opportunities. Oversee the overall progress of the Programme through effective monitoring and management, taking into account workload.
5. Oversee planning, delivery and promotion of high-profile University events for internal and external audiences. Delegate operational details of events to members of the Events Team
6. Work as part of the Directorate Management Team to support the overall strategic development and direction of the service.

## Relationships

1. Line manage the Events Team, performing the full range of responsibilities to do this effectively, including performance management, attendance monitoring and supporting personal development. Model the standards and behaviours that you expect of your team.
2. Act as the University’s leading authority on the events programme and strategy, working with and on behalf of senior leaders to manage key relationships relevant to the role.
3. Represent the team and/or University at relevant internal and external committees, meetings and events. In doing so raise the profile of the team and University as a key contributor to wider social debate and issues.
4. Support and advise the Senior Leadership Team and external VIP’s to facilitate the smooth running of the University’s most high profile events, in particular graduation.
5. Work with Heads of School and other senior leaders to offer direction and structure to the planning and running of internally hosted School/service events which can generate local and national attention, such as the School of the Arts Festival.
6. Act as a key decision maker of the Graduation Working Group. Collate and raise key operational and budgetary factors to the decision making process. Ensure that these are fully considered and taken into account. Where necessary attend Executive Board to put forward recommendations for key decisions that require sign off.
7. Build and maintain relationships with key internal stakeholders such as Estates, Catering, Governance, Health and Safety and IT. Take the lead on issues such as pricing structure and the event delivery process that need to be in place.. Impose processes around issues such as health and safety when considering the further opening up and commercialisation of new areas of the University’s estate.

## Decision Making

1. Work with the Director to set the overall direction and strategy for the Events Team and lead on its operational delivery. Proactively seek out information to ensure the teams work is effectively aligned with the wider context and Strategic framework in which the University operates.
2. Guide and direct team decisions at an appropriate level to shape and support the work of team members and the wider function.
3. Escalate issues as required to senior managers, guiding and advising on the best course of action.
4. Work flexibly and adapt your approach to meet changing needs and circumstances across a wide range of responsibilities.

## Systems and Processes

1. Lead on the management and oversight of the department budget, including: monitoring against income targets; resource allocation to specific projects; sign-off of spend and regular reporting of progress.
2. Overall responsibility for the introduction and development of new systems to the team along with the ongoing maintenance of existing systems, ensuring a cohesive approach that aligns with wider University systems and processes.
3. Create, operationalise and police key processes around events, in order to ensure that the smooth running of events and compliance with statutory issues, particularly around Health and Safety.. Ensure that process around events is followed by both internal and external stakeholders.
4. Drive the team’s approach to Customer Relationship Management (CRM) through both

systems and behaviours, leading by example and ensuring consistency with the University’s brand, values and approach.

1. Manage compliance with key regulations and policies relevant to the team’s activity, including the General Data Protection Regulation (GDPR), Health and Safety laws, Risk Assessment and the PREVENT duty., Liaise with appropriate experts in these fields across the University.
2. Play a key role in the implementation of issues around the new Freedom of Speech regulations in so far as they pertain to the running of events. Have a keen sense of when decisions can be made locally and when decisions need to be escalated to Executive Board. This may involve making sensitive judgements.
3. Keep abreast of industry standards, monitor trends and tailor initiatives/strategy accordingly. Carry out market research to ensure services provided are professional, current and priced competitively to meet client needs.
4. Use data and feedback to reflect on practice, celebrate success and drive improvement across the full events programme. This includes analytics on attendance and engagement, audience diversity, revenue and reputation building.

## Maximising Commercial Income

1. Play a leading role in the development and delivery of the University’s Strategy for income generation through its events programme and the wider utilisation of its facilities and assets.
2. Work with relevant colleagues to oversee the development of annual promotional material and the publicity strategy for events.
3. . Work with internal stakeholders and advise Executive Board, as well as key colleagues within the MSRA Directorate to ensure that the University is gaining maximum value for money for its financial and ‘in kind’ sponsorships. Maintain relationships with key sponsees that are of mutual benefit. Protect the University against additional financial costs associated with sponsorships that are above agreed levels.
4. Ensure that the facilities of the University are sold to their maximum extent and that a steady flow of new business is maintained. Be the key point of contact for financially lucrative opportunities and ensure that agreements and contracts are negotiated to the best possible effect. Consult the right stakeholders within the University to ensure that any new opportunities or event clients are fully compliant with both national, local and institutional policies and regulations.
5. Constantly assess opportunities around the University Estate for income generation. This includes feeding into strategic planning for events surrounding thecreation of new spaces.
6. Take the lead on pricing to maximise levels of profitability. Asses the pricing structure against local and regional benchmarks to ensure that the University is both profitable and competitive. Work with other internal stakeholders to inform external pricing for services such as catering and IT.
7. Take the lead on ensuring that new events are deliverable and that work is delegated throughout the team, to ensure the smooth running of events and the ongoing wellbeing of members of the Events Team, through work load management.
8. .

PROJECT MANAGEMENT

35 Many of the events that are run, such as graduation and the letting of halls of residence to the public during the summer and large and multifaceted projects. The postholder needs to take the lead to ensure that these projects are managed smoothly and efficiently.

36 Objectives and targets when running events need to be identified and agreed with other internal stakeholders at an early stage of each project.

37 Budgets need to be agreed, monitored and adhered to throughout projects. The Head of Events will oversee or delegate this process, working with colleagues in Finance to ensure that there is a mutual understanding of budgets and budget codes.

38 Internal and external stakeholders need to be brough on board at the start or at strategic points within the project, valuing the time of others, while ensuring that focus is kept on the projects in question. For larger projects, key internal stakeholders such as Executive Board will need to be kept informed of progress. This may involve attendance at Executive Board and the preparation of papers.

39 Projects need to be seen through their conclusion, either through direct supervision or appropriate delegation of authority to other team members. Events which are run through project management need to be thoroughly evaluated, with recurring events being fine tuned as a result of this process.

40 Have the autonomy and the ability to see which events should be managed as projects due to their size, importance and complexity and which events should be treated more informally, to ensure that efficiency is maintained and that events do not act as a drain on the time of stakeholders.

**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.
  + This role is likely to involve out of hours working at weekends and evenings.

# 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:** Head of Events Manager

**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**

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| --- | --- | --- |
| **The postholder should be able to demonstrate:** | **Requirement is:** | **Assessed by:** |
| Degree or equivalent qualification. | Essential | Application |

**Knowledge & Experience**

|  |  |  |
| --- | --- | --- |
| **The postholder should be able to demonstrate:** | **Requirement is:** | **Assessed by:** |
| Can demonstrate significant experience and track record of working in events management and a conference environment | Essential | Application / Interview |
| Relevant experience in marketing, sales and business development | Essential | Application / Interview |
| Proven experience of successfully generating income through commercial activity | Essential | Application / Interview |
| Relevant experience of successfully managing budgets with the ability to produce detailed reports | Essential | Application / Interview |
| Can demonstrate up to date knowledge about all policies relating to event management | Desirable | Application |
| Experience of managing professional personnel | Essential | 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 successfully manage and motivate a team | Essential | Application / Interview |
| Proven ability to work with a wide variety of stakeholders across different levels and sectors | Essential | Application |
| Excellent administrative and organisational skills | Essential | Interview |

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| --- | --- | --- |
| Excellent communication and presentation skills | Essential | Interview |
| Excellent project management skills including the ability to define, monitor and stay within the bounds of set budgets | Essential | Interview and application. |
| IT literate with experience of compiling databases and familiarity of Microsoft Word, Photoshop, Excel, Publisher, CRM experience and PowerPoint | Essential | Application |

**Behaviours**

|  |  |  |
| --- | --- | --- |
| Leading myself and others | Essential | Interview |
| Delivering a great service | Essential | Interview |
| Taking a professional approach | Essential | Interview |
| Working together as a team | Essential | 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.

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| --- | --- |
| **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. |