**Events Manager**



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| School/Department: | Marketing, External Relations & Recruitment |
| Grade: | 9 |
| Reports to: | Head of Student Recruitment UK |
| Responsible for: | 2 x Senior Events Officers; 1 x Events Officer |
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| Job Summary and Purpose:  | The Events Manager is responsible for planning and delivering a comprehensive events programme that supports the University for the Creative Arts (UCA) in meeting its recruitment and engagement goals. The role requires a high level of expertise in event management, with significant responsibility for liaising with senior stakeholders, managing resources and ensuring that all events, from open days to graduation ceremonies and staff events, align with the university's strategic objectives.This role demands advanced communication and decision-making skills, as well as the ability to lead and develop a team of event professionals. The Events Manager will be expected to demonstrate initiative in problem-solving and contribute to continuously improving event delivery processes. The Events Manager will bring creativity and a detail-oriented approach, ensuring all events are delivered to the highest standard. |

**01 MAIN DUTIES**

This professional role will encompass all of the following, but the balance of duties and responsibilities will be determined in agreement with your line manager and the principles of the stated job purpose.

**1.1 Event Planning & Delivery**

* Lead the comprehensive planning and delivery of UCA’s events portfolio, ensuring each event aligns with the university’s strategic objectives and recruitment goals.
* Develop and manage detailed event plans, including timelines, logistics, and resource allocation, to ensure seamless delivery.
* Communicate effectively with all stakeholders, ensuring a clear understanding of event objectives, requirements, and outcomes. Create and deliver briefings, reports, and post-event evaluations to senior management.

 **1.2 Stakeholder Collaboration**

* Work closely with, ensure buy-in and advise senior staff, including Directors of School, Programme Directors, and the marketing senior management team, to ensure events meet the university's requirements.
* Work closely with the Head of Communications to plan internal staff engagement events and our Graduation ceremonies.
* Establish and maintain strong relationships with external partners, including vendors, contractors, suppliers and venue providers, to secure the necessary resources and services for successful event delivery.
* Act as a key liaison between internal departments, facilitating collaboration and ensuring that all event-related activities are coordinated and aligned with overall university goals.

**1.3 Team Management**

* Provide leadership and direction to the events team, ensuring all members are motivated, supported, and equipped to deliver complex, high-profile events that meet the university's strategic goals.
* Manage the professional development of team members through training, mentorship, and performance reviews, fostering a culture of continuous improvement.
* Delegate tasks effectively, ensuring all team members understand their roles and responsibilities in delivering successful events across all campuses.

**1.4 Budget & Resource Management**

* Plan and allocate resources, including staffing (student ambassadors), equipment, and materials, to ensure that all events are delivered within budget and meet agreed specifications.
* Manage and oversee the events budget, ensuring that all expenditures are justified and that they provide excellent value for money. Negotiate contracts with suppliers and external partners, ensuring cost-effective solutions.

**1.5 Evaluation & Improvement**

* Support the Head of CRM with robust evaluation processes for all events, gathering feedback and data to assess their effectiveness and impact on university goals.
* Analyse event outcomes, using insights to inform future planning and continuously improve event delivery. Provide feedback and support stakeholders in identifying areas for improvement and creating plans to address underperformance.
* Provide regular reports to senior management on event performance, presenting successes and pinpointing areas for improvement. Use data-driven insights to inform strategic decision-making and enhance the university’s engagement initiatives and recruitment outcomes.

**1.6 Compliance & Risk Management**

* Develop and implement comprehensive risk management strategies for all events, ensuring compliance with legal and university policies while safeguarding the university's reputation and operational success.

**02**  **DUTIES OF ALL STAFF**

2.1 To undertake such other duties as are within the scope and spirit of the job purpose, the job title, and the grade.

2.2 Maintain and promote health, safety & wellbeing awareness and commitment within the framework of the University's Health, Safety & Wellbeing policy.

2.3 Take responsibility for health and safety of yourself and others in carrying out the duties of the role.

2.4 To promote equality, diversity and inclusion in your performance of your duties.

2.5 Undertake any other work and hours of work as required to commensurate with the level and responsibility of the post.

2.6 To actively participate in learning and development to meet the requirements of your role and the University.

2.7 To take responsibility for safeguarding of children and vulnerable adults as a member of UCA staff.

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| **03 Selection Matrix** | **Essential** | **Desirable** | **Used to shortlist** |
| **Qualifications** |
| 1 | Educated to degree level or equivalent experience | 🗶 |  | 🗶 |
| 2 | Professional qualification in event management, marketing, or project management |  | 🗶 |  |
| **Knowledge & Experience** |
| 3 | Proven track record of planning and delivering large-scale events in a complex organisation | 🗶 |  | 🗶 |
| 4 | Experience in managing and developing a team of professionals | 🗶 |  | 🗶 |
| 5 | Demonstrable experience in managing budgets and negotiating contracts with suppliers | 🗶 |  | 🗶 |
| 6 | Experience in evaluating event effectiveness and implementing improvements based on feedback and data | 🗶 |  |  |
| **Personal Attributes and Behaviours** |
| 10 | Strong communication skills, with the ability to engage effectively with a variety of stakeholders | 🗶 |  | 🗶 |
| 11 | Ability to manage multiple projects simultaneously, prioritising effectively under pressure | 🗶 |  |  |
| 12 | Knowledge of health and safety regulations and risk management practices in event planning | 🗶 |  |  |
| 13 | Willingness to travel to UCA’s other campuses. Driving license and access to a car | 🗶 |  |  |
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Does the role require a DBS? Yes