

JOB DESCRIPTION

Post title: **Senior Events Officer**

Salary grade: **Technical**

Responsible to: **Head of Events and Engagement**

Job summary: The UUK events team is looking for a senior events professional with a flair for creating engaging content to help manage and deliver an ambitious programme of national higher education conferences, stakeholder engagement events and political events. This senior member of the team will have responsibility for developing ideas and content for the events, managing income and expenditure budgets for UUK's annual programme of conferences and be responsible for successful event delivery measured by surplus, delegate and sponsor feedback. This role will work closely with the Head of Events and Engagement to seek new leads, diverse sponsorship opportunities and long-term partnerships. This role will line manage an assistant, and also deputise for the head of the team in their absence.

Main responsibilities:

- (i) Develop and deliver engaging content ideas for UUK events, identifying and inviting speakers, and supervising the Events Assistant in ongoing speaker liaison.
- (ii) Support the Head of Events and Engagement in developing the overall events programme. Generating ideas for new revenue-generating conferences, encouraging colleagues and partners to develop new ideas, developing beneficial new partnership opportunities and testing the feasibility of new ideas.
- (iii) Responsible for sourcing external venues, negotiating terms and conditions and acting as point of liaison throughout the event process ensuring a smooth event delivery.
- (iv) Oversee all event logistics, and develop event plans and briefings to ensure smooth event delivery. Communicate logistics to all parties including venue, suppliers, speakers, sponsors and staff (assisted by the team as appropriate). Oversee post-event management including evaluations and debriefs.
- (v) Managing individual income and expenditure budgets for UUK's annual programme of events. This will include pre-allocated expenditure budgets for stakeholder and political events and more complex income and expenditure budgets for revenue-generating conferences.

- (vi) Working with UUK finance team to reconcile each event budget and producing regular financial updates to managers.
- (vii) Providing line management for the Events Assistant, with duties including carrying out regular appraisals, setting clear objectives, providing guidance and supporting their development needs.
- (viii) Introducing innovations to enhance the quality and impact of UUK's events activity – revenue-generating national higher education conferences, stakeholder engagement events and political events.
- (ix) Working with the Head of Events and Engagement to develop and monitor key performance indicators to evaluate the impact of events - both financial performance and delegates and sponsor experience.
- (x) Supporting other members of the team with securing event sponsorship, and ensure events are designed and organised in order to deliver agreed sponsorship opportunities.
- (xi) Working as part of the team to ensure a highly professional events management service for the organisation. This includes providing advice as appropriate to colleagues across the organisation concerning feasibility of event ideas, the events planning process and advice on external sponsorship opportunities.
- (xii) Ensuring that operational guidance and procedures for conferences and events planning in UUK is fit for purpose.
- (xiii) Other duties from time to time as appropriate and subject to workloads.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

PERSON SPECIFICATION

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	ESSENTIAL	ASSESSED
<i>Essential</i>	A track record of success in managing events and conferences with a national profile as part of a busy and varied events programme.	<i>Application form and Interview</i>
<i>Essential</i>	Experience and success in developing revenue-generating events.	<i>Application form and Interview</i>
<i>Essential</i>	Experience of setting and managing budgets and providing regular and accessible reports on financial forecasting and performance.	<i>Application form and Interview</i>
<i>Essential</i>	Excellent communication skills: the ability to write well for a range of channels (delegate guides, letters, website), confident in face-to-face communications and over the telephone	<i>Application form and Interview</i>
<i>Essential</i>	Experience in developing events that successfully engage influential stakeholders.	<i>Application form and Interview</i>
<i>Essential</i>	Knowledge and experience of how events can play a powerful role in integrated communications campaigns.	<i>Interview</i>
<i>Essential</i>	Experience working with high profile individuals (e.g. speakers) and their offices, and confident in delivering verbal briefings to these individuals.	<i>Application form and Interview</i>
<i>Essential</i>	Experience of building relationships with external partnerships that deliver mutual benefit.	<i>Application form and Interview</i>
<i>Essential</i>	Approachable with excellent interpersonal skills, including the ability to develop and maintain productive working relationships with a wide range of partners, speakers, colleagues and delegates.	<i>Interview</i>
<i>Essential</i>	Flexibility to the needs of the organisation, including travel and attendance at events when required (some out-of-hours working required)	<i>Application form/ interview</i>
	DESIRABLE	
<i>Desirable</i>	Experience of working in the university sector or knowledge of higher education policy and practice.	<i>Application form and Interview</i>
<i>Desirable</i>	Experience of events management or conference development in a commercial environment.	<i>Application form and Interview</i>