



**Job Title:** Events Manager  
**Grade:** 7  
**Salary:** £35,326 to £40,927 per annum  
**Department:** External Relations, Events  
**Hours/Contract:** Full time, Fixed term until 08/08/2023  
**Job Family:** Management and Administration  
**Reference:** 5253

## Role Purpose

The post holder will be responsible for developing, co-ordinating and delivering a variety of events relating to the University’s Student Experience and Corporate Events Calendar.

## Resources Managed

- Reports to the Head of Events
- Responsible for management of event budgets
- Responsible for supervision of student staff when required
- Responsible for the Events Assistant(s)

## Main Duties and Responsibilities

- Lead on the development and maintenance of an annual events calendar and campaign plan for student engagement and corporate events, which ensures both areas of events can be delivered to a high quality and with adequate resource. This includes (but is not limited to) leading on business critical events such as Welcome and Graduations to enhance student, staff and guest experience.
- Project manage and deliver key corporate and student experience events that are pivotal to raising our profile and reputation.
- Manage the events budget, ensuring payments are made and making recommendations for saving costs where necessary, including proposals to secure additional funding where needed.
- Manage the Events Assistant(s) and temporary student staff – ensure they are trained and supported. This will also entail ensuring appropriate workload management and delegation of tasks as required.
- Deputise for the Head of Events and carry out other duties within the service as requested such as delivering presentations and representing the team at meetings.
- Provide event management expert guidance to internal stakeholders across University departments and the Students’ Union to ensure events delivered are consistent and relevant, and work with external stakeholders, building and maintaining relationships with them.
- Evaluate and report on the effectiveness of our events/activities in line with our aims and objectives as well as attendee feedback.
- Maintain up-to-date awareness of event opportunities and experience developments in the sector.





**Internal and External Relationships**

- Work in close collaboration with colleagues in the Communications and the wider External Relations Division team.
- Work with other managers and teams within Student and Academic Services to ensure that all areas of the university are represented appropriately within events.
- Work with design services and the alumni team where required to deliver events in partnership.
- Work closely with the students union on collaborative events such as the Welcome and end of year celebrations.
- Work with suppliers and external agencies where required.

**Planning and Organising**

- Develop an annual campaign plan that will successfully engage students in line with the objectives highlighted by the Head of Events
- Develop individual event/campaign plans
- Plan own workload and oversee the day-to-day activities of part-time workers responsible for supporting events.
- Oversee the delivery of campaigns and events and ensure these satisfy objectives to measure success and impact.

**Qualifications, Knowledge and Experience**

**Essential**

- Educated to degree level (or equivalent) or relevant work experience in a comparable setting\*
- Relevant experience in event management in higher education\*
- Significant experience of promoting events to a defined market
- Significant experience of large scale event or project management\*
- An understanding of the challenges facing higher education

**Desirable**

- Marketing and promotional experience
- An understanding of the NSS, TEF and university league tables





**Skills, Abilities and Competencies**

**Essential**

- Excellent organisational skills with the ability to manage multiple projects simultaneously
- Excellent communication skills with demonstrable experience of engaging stakeholders at a variety of levels.
- Excellent interpersonal skills, with the ability to establish effective working relationships with key stakeholders. In this role key stakeholders will include: students, academic staff, student support services, career development service, the Students Union and professional services.
- Demonstrable experience of successfully promoting events to end-users.
- Ability to collaborate with other teams and work well independently.
- Ability to problem solve and overcome obstacles.
- A commitment to providing a quality service and continuous improvement.
- Experienced user of Microsoft Office packages
- Effective oral and written skills in order to communicate effectively with staff and students.

**Desirable**

- Experience of developing and implementing methods of collecting feedback from members of the target market and other stakeholders.
- Experience using content management systems.
- The ability to recognise changes in the target market and adapt approaches accordingly.

***\*Criteria to be used in shortlisting candidates for interview***

**Reason for Fixed Term Contract**

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

**Criminal Declaration**

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

**Supporting University Activities**

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.





## University Values

**Inclusive** - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

**Inspiring** - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

**Impactful** - As Citizens of Change we will generate new ideas which deliver impact and empower our community

## Equality and Diversity

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

