JOB DESCRIPTION

Job Title: Events Manager

Department / Unit: External Relationships, Marketing and Communications

Grade: RHUL 7

Accountable to: Assistant Director, External Relationships

Accountable for: Events Officer

Purpose of the Post

Background
Royal Holloway, University of London, is one of the UK’s leading research-intensive universities. Ours is a close knit campus community, one that’s dedicated to creating social value from education and knowledge and inspiring each of our students to succeed.

The Events Team form part of the External Relationships Group within the university’s Marketing and Communications directorate. The university is seeking to recruit an experienced Events Manager to the team, to manage delivery of an established and evolving programme of profile raising event activity which is coherent, targeted at specific audiences and designed to strengthen the reputation of Royal Holloway and support its growth ambitions.

Role purpose
The role of the Events Manager is to ensure that the programme of university events is curated and well publicised and that events which fall within the remit of the External Relationships group are managed and delivered to the highest standard, delivering maximum impact for identified target audiences, including as relationship building opportunities for key stakeholders.

The Events Manager is responsible for the operational planning and delivery of reputation events. The post holder will support the Assistant Director, External Relationships in reviewing the annual events programme to ensure that this continues to develop in support of the university’s strategic ambitions.

This post also provides line management support to the Events Officer and deputises for the Assistant Director, External Relationships on event related matters as required.

Frequent evening working will be required as part of this role (generally during term time) and some weekend work also falls within the scope of the role. Reasonable time off in lieu is available as a result.

Key Tasks
Manage all aspects of the delivery of the university’s reputation events, including ensuring that the events are appropriately resourced and delivered to the highest standard.

Work with colleagues from across the university to build the annual calendar of events. This includes, but is not limited to:

- Managing production and delivery of the university’s annual *What’s on* guide to events.
- Overall responsibility for the accuracy and timeliness of the university’s website based events listings
- Working with colleagues across Marketing and Communications to lead the implementation of promotional activity that promotes the annual calendar of university events to internal and external audiences
- Appropriately timetabling and managing reputation events which fall within the remit of the post-holder

Be responsible for ensuring that events managed by the team are delivered within budget and that planned spend on events is tracked and reforecast throughout the year.

Be responsible for ensuring that the events managed by the team comply with risk assessments requirements and processes set out by the directorate and the university.

Work with colleagues across the university (particularly within Marketing and Communications) to maximise targeted audience participation, future engagement and the potential of every event to raise Royal Holloway’s profile and strengthen its reputation.

Build trusted relationships with colleagues in Marketing and Communications to ensure that events contribute to identified directorate objectives, are integrated into campaigns as appropriate and receive the marketing and communications support they need. For example: ensuring senior host briefings and speeches are prepared and aligned to agreed messages; appropriate marketing collateral is prepared and approved; media releases are issued to support event activity as required.

Be responsible for delivering event briefings and (where required) rehearsals for senior staff and overseeing operational elements of their formal participation at events, e.g. delivery of speeches.

Provide creative leadership and lead the development and delivery of agreed new events, achieving agreed outcomes.

Working with the Assistant Director, External Relationships, to ensure that event activity is appropriately evaluated, for example ensuring audience data is captured and, through effective management and reporting, ensure insights are used to inform future programmes.

Be responsible for developing targeted guest lists for key College events, working with relevant internal stakeholders.

Develop and managing an effective network of contacts in academic departments, professional services and externally in support of the delivery of events.

Provide supportive and effective line management to the Events Officer. Be an active member of the wider External Relationships group and Marketing and Communications directorate.

**Other Duties**
The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the university. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted. For events, this will include selected off campus venues.

<table>
<thead>
<tr>
<th><strong>Internal and external relationships</strong></th>
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<tbody>
<tr>
<td>External Relationships colleagues including Alumni Relations, Development and Operations teams.</td>
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<tr>
<td>A wide range of internal stakeholders including (but not limited to) Marketing and Communications colleagues, professional services departments, academic departments and members of the Principal’s office and secretariat teams.</td>
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<tr>
<td>Senior stakeholders both internal and external.</td>
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