

JOB DESCRIPTION

Job Title:	Head of Events
Department / Unit:	Marketing and Communications
Job type	Professional Services
Grade:	RHUL 8
Accountable to:	Deputy Director of Communications and Events
Accountable for:	Reputation Events Manager, Student Recruitment Events Manager and Graduation Events Manager (title TBC)
Purpose of the Post	
<p>The Head of Events will lead a team of events professionals and will be responsible for leading the strategic planning, development, and execution of a diverse range of purposeful, creative and engaging University events.</p> <p>This includes high-profile key events (such as graduations, public lectures, showcase events, open days, applicant days and other key University events). The role will be pivotal in enhancing the University's brand, fostering community engagement, and supporting various academic and non-academic initiatives through well-executed events. They will work closely with colleagues across the wider Marketing and Communications directorate to maximise the profile raising/ content sharing/ engagement opportunity of every event and grow our audiences/ reach, ensuring the objective of each event is achieved.</p> <p>They will take the lead on coordinating all colleagues across the wider University involved in delivering events to share information, best practice, swap insight, join up reporting and ensure high standards of visitor experience.</p> <p>The post-holder is also responsible for ensuring all events comply with University policies, regulations, and legal requirements related to events and event databases.</p>	
Key Tasks	
<p>Strategic Event Planning:</p> <ul style="list-style-type: none"> • Responsible for the development and implementation of a comprehensive events strategy aligned with the University's goals and priorities. • Identify opportunities for innovative and impactful events that cater to diverse audiences, including students, staff, alumni, and the wider community which support the University strategy. 	

Event Management:

- Oversee all aspects of event management, including ideas generation, planning, budgeting, scheduling, logistics, senior staff briefing, execution, analysis and measurement of success.
- Collaborate with relevant departments and stakeholders to ensure seamless coordination and successful delivery of events.
- Maintain a keen eye for detail to ensure events align with the University's standards and objectives.
- Liaise with the Vice Chancellor and Principal's office, Secretariat, VIP speakers and any high profile invited guests as required. Ensure timely warning of event dates and thorough briefings for senior staff (where appropriate).
- Be present on the day of events, to ensure smooth running and that visitor requirements are met and delivered. Compile feedback and lessons learnt documents from key events as required for continuous improvement.
- Work collaboratively with venue services, staff and suppliers as required, as well as across Directorate, schools/ departments, Arts and Culture teams (who lead on exhibitions), and the internal conferencing team as well as the wider University.

Team Leadership:

- Lead and inspire a team of event professionals (circa 10 colleagues), providing guidance, support, and mentorship to ensure high-performance levels.
- Manage the Reputation Events Manager, Student Recruitment Events Manager and Graduation Events Manager (title TBC), providing day to day line management, oversight and support on all aspects of their roles.
- Delegate tasks effectively, fostering a collaborative and productive work environment.

Financial Management:

- Develop event budgets and manage expenditures, ensuring efficient resource allocation and cost-effectiveness.
- Seek opportunities for sponsorships, partnerships, or grants to support event funding where applicable.

Event Marketing and Promotion:

- Work closely with the marketing and communications directorate to develop effective promotional strategies for events as relevant, utilising various channels to maximize outreach and attendance.
- Implement strategies to evaluate and enhance event attendance and engagement.

Risk Management and Compliance:

- Identify potential risks associated with events and develop mitigation strategies to ensure the safety and security of attendees, staff, and university property.
- Ensure compliance with University policies, regulations, and legal requirements related to events and event databases.

- Be responsible for contract management (in relation to University events) including accurate guest and company histories, maintaining regular contact, managing rates and commission payments as required.
- Manage the procurement of appropriate systems and technology suppliers as well as management of customer databases where relevant.
- Ensure policies, protocols and processes are adhered to and kept up to date in all areas they are visible, ensuring staff are aware of any updates.
- Coordination of the Prevent Event data collection across the University as well as ownership of the external speaker policy/guidance once in place.
- To actively follow and promote the policies, including the University's Dignity at Work and Equal Opportunities Policy and actively promote these wherever possible.

Other Duties

Any other duties consistent with both the grade and scope of the post.

To occasionally work out of hours, including weekends, evening and early mornings when required to deliver events (which may be in a variety of geographical locations), or to support any wider marketing and communications remit.

Internal and external relationships

The following list is not exhaustive, but the post holder will be required to liaise with:

- Vice-Chancellor and Principal, members of the senior leadership team and the Secretariat
- Executive Deans and Directors of Professional Services and their nominated representatives
- Academic Schools and Departments
- Marketing and Communications Directorate groups and teams
- External partners and VIP speakers
- Local dignitaries

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

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Knowledge, Education, Qualifications and Training	Essential	Desirable	Tested by application form (AF)/ Interview (I)/ Test (T)
Educated to degree level or with equivalent experience	Y		AF
Proven track record in developing and delivering engaging, creative and impactful events across a variety of different audiences.	Y		AF / I
Understanding of events in the context of the Higher Education sector.		Y	
Demonstrable skills and experience as a leader and people manager, who sets the example of a collaborative approach and who inspires teams to maximise their potential and offer a fantastic visitor experience	Y		AF / I
Experience of managing multiple stakeholders with complex and sometimes conflicting agendas to achieve successful outcomes	Y		I / T
Demonstrable relationship management experience and a visitor experience mindset.	Y		I / T
Experience of managing event budgets	Y		I
Experience in evaluating and reporting on the success of events - gathering and managing data, identifying trends and using insights to shape and inform future activity	Y		AF / I
Excellent communication skills; written and oral with the ability and interpersonal skills to collaborate with peers and senior leaders	Y		I
Understanding of data protection laws (such as GDPR) and their application to data management	Y		I
Confidence, professionalism and a customer service mindset in personal interactions with team members, colleagues and external clients.	Y		AF/I
Effective in working on own initiative and in juggling a busy workload – involving the management of multiple simultaneous projects - to meet both fixed and changing priorities and deadlines.	Y		I

Good IT skills, incorporating MS Excel, MS Word, PowerPoint, databases and competency in researching information.	Y		I/T
Many University events take place outside normal working hours. The flexibility to work evenings and occasional weekends is essential in this role.	Y		I