

# Job Description

## Job Title: Events Officer

### Directorate of Marketing and Communications

Grade: E

**Role profile: SME1**

**Full time (37 hours per week), Fixed-Term (Adoption leave cover)**

|   | <b>Duties of the role</b>  |
|---|--|
| <b>Overall purpose of the role</b>      | <p>The Events team works to support the University's strategy to empower students, staff and our partners to create a fairer society, through the organisation and delivery of high-profile events specialising in corporate, student recruitment and student facing events on and off campus.</p> <p>The role will lead the operational planning and delivery of events for faculties, departments, partners and colleagues, that are one of, or as part of an overall events programme (in-person, digital and or hybrid).</p>   |
| <b>Main duties and responsibilities</b> | <p>Create and manage clear event plans and schedules for the event owner and engage with all relevant internal and external stakeholders.</p> <p>Consider audience development and diversity as a key component of event planning. Work closely with the wider marketing and communications directorate to create event communications and marketing, using tools such as CRM to raise the profile of the university's events. Provide regular reports and analysis on event success and engagement.</p> <p>Manage the budget associated with an event and support the team with budget forecasting, raising orders, goods receipting and managing supplier orders where necessary.</p> <p>To provide expert advice to the event owner in relation to event planning and management, making appropriate recommendations and contribute to future planning.</p> <p>To be a knowledge expert, understand industry developments when devising event briefs and plans.</p> <p>Develop relationships with all stakeholders including internal / external customers, VIPs, students and colleagues.</p> <p>Manage suppliers to ensure high-levels of service standards and that DMU achieves the best value for money.</p> |

| Duties of the role   |  |
|--|--|
| <p>Follow best practice guidelines, ensuring events are compliant with relevant university rules, processes and legislation.</p> <p>Lead on the recruitment of event volunteers and ambassadors including pre-event training and supervision at events.</p> <p>To support the Events Manager in achieving strategic aims and objectives of the events strategy and the development and improvement of the events programme to enhance the reputation of the university.</p> <p>Collaborate with colleagues and partners to ensure digital enterprise and innovation is at the forefront of how university events are considered, to provide a modern approach to event planning, audience engagement and delivery.</p> <p>To take on other responsibilities commensurate with the role as may be considered appropriate by the Events Manager.</p> <p>Within the Events team there are three portfolio areas; corporate and reputational events, student facing events, and student recruitment events. All roles within the team are fluid to provide effective and efficient service delivery to the university.</p> <p>Examples of events (not an exhaustive list): open days; selection events; taster days; national third-party fairs; clearing operations; graduations; programmed events such as Black History Month or Pride; career fairs; conferences; seminars; awards; in-conversation; exhibitions and activation events.</p> <p>This role will be required, on a pre-agreed basis, to support the facilitation of a range of university events and recruitment activities. This will include events and activities that take place outside the university's core operating hours, 8am-8pm Monday to Friday (including early mornings, late evenings and weekends). Events can run in succession.</p> <p>To undertake travel in the UK, and occasionally overseas (if required) to attend and support events and activities as needed.</p> <p>To participate in key institutional initiatives as required.</p> <p><b>Other</b></p> <p>Promote and exhibit DMU values and be a role model for the university's code of conduct.</p> <p>Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.</p> |  |

| <b>Duties of the role</b> |  |
|---------------------------|--|
|                           | <p>All members of staff are responsible for their contribution to improved environmental performance and in reducing greenhouse gas emissions at DMU. It is therefore required that all members of staff are aware of how the Environmental Policy relates to their own role at the University. Staff conduct must reflect the values inherent in the Environmental Policy and where required staff must cooperate with Environmental Policy and where required staff must cooperate with environmental compliance and conformance requirements to help minimise our emissions to air, water and land.</p> |

# Person Specification

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| <b>Area of responsibility</b>  | <b>Requirements</b>  | <b>Essential or desirable</b> |           | <b>*Method of assessment</b> |   |   |   |
|--|--|-------------------------------|-----------|------------------------------|---|---|---|
| <b>Qualifications</b>  | Educated to degree level or equivalent experience  | Essential                     |           | X                            |   |   | X |
|  | Hold or working towards or a professional event management qualification                                     |                               | Desirable | X                            |   |   | X |
| <b>Previous work experience</b>  | Experience of running large scale events as part of an overall events programme                              | Essential                     |           | X                            | X | X |   |
|  | Experience of managing events within the higher education, further education or public sector environment    |                               | Desirable | X                            | X |   |   |
|  | Experience in writing and implementing event plans, analysing results and making appropriate recommendations | Essential                     |           | X                            | X |   |   |
|  | Experience in co-ordinating complex event projects with multiple internal and external stakeholders          | Essential                     |           | X                            | X | X |   |
|  | Experience in communicating and presenting to different target audiences (internal and external)             | Essential                     |           | X                            | X |   |   |
|  | Experience in working with external contractors and suppliers to ensure value for money is achieved          | Essential                     |           | X                            | X |   |   |
| <b>Specific knowledge, skills, abilities, motivations, attitude required</b> | Knowledge of the events industry organisations including caterers, venue finders, venue dressers etc         | Essential                     |           | X                            | X |   |   |
|  | Strong ability to persuade and influence colleagues, ensuring complex information is clearly conveyed        | Essential                     |           | X                            | X |   |   |

| Area of responsibility  | Requirements   | Essential or desirable |           | *Method of assessment |   |   |
|-------------------------|--|------------------------|-----------|-----------------------|---|---|
|                         | Flexibility to shifting priorities, demands and timelines through analytical and problem-solving capabilities                      | Essential              |           | X                     | X |   |
|                         | Commitment to providing service excellence   | Essential              |           | X                     | X |   |
|                         | Experience of managing event budgets   | Essential              |           | X                     | X |   |
|                         | Experience managing teams of event staff/volunteers  | Essential              |           | X                     | X |   |
|                         | Commercially focused and comfortable working in a target driven environment  | Essential              |           | X                     | X |   |
|                         | Proven ability to work effectively as part of a team and across teams, under own initiative and to prioritise to meet deadlines    | Essential              |           | X                     | X |   |
|                         | Flexible and creative approach to work, including willingness to embrace change and new ideas                                      | Essential              |           | X                     | X |   |
|                         | Competent user of Microsoft Office and other standard software packages  | Essential              |           | X                     | X |   |
|                         | Excellent communication skills (written and verbal) and excellent attention to detail  | Essential              |           | X                     | X | X |
|                         | Experience of creating content for event listings, event webpages and social media accounts  |                        | Desirable | X                     | X |   |
|                         | Knowledge of design and print processes  |                        | Desirable | X                     | X |   |
| Additional requirements | First aid trained  |                        | Desirable | X                     |   |   |
|                         | Able to work out of hours on a regular basis, such as early mornings, late evenings and weekends. Events can run in succession.    | Essential              |           | X                     |   |   |
|                         | Able to undertake travel in the UK, and occasionally overseas (if required) to attend and support events and activities as needed. | Essential              |           | X                     |   |   |

**\*A = Application Form; I = Interview; T = Test; D = Documentary Evidence**