

## Job Description

### Strategic Events Manager

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| <b>Salary:</b>          | Grade 8  |
| <b>Contract:</b>        | Full time- Fixed Term ( 12 month maternity cover ) |
| <b>Location:</b>        | Canterbury Campus                                  |
| <b>Responsible to:</b>  | Head of Communications                             |
| <b>Responsible for:</b> | Events Manager                                     |
| <b>Job family:</b>      | Administrative, professional and managerial        |

### Job purpose

The Strategic Events Manager will play a leading role in shaping the University's approach to events, linking clearly with its communications, civic mission and staff engagement strategies. The post-holder will be responsible for developing and delivering a range of events, including graduations, conferences and public engagement events that attract a wide range of internal and external stakeholders as appropriate, align with University priorities and enhance the University's reputation.

Graduations will be a key priority for the post-holder, ensuring that they remain a central element of the student experience, instilling a sense of pride in students, staff, and other stakeholders.

The post-holder will play a key role across teams, linking with alumni, fundraising, PR, internal communications and other teams to raise the profile of the University, address key priorities and extend its base of supporters.

The role holder will provide a focus for events across the University, ensuring coordination in their promotion, delivery and evaluation as appropriate.

### Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Work with the Head of Communications to develop and deliver an extensive events strategy and action plan that includes graduations, civic and staff engagement and other events, in support of the University's strategic priorities.
- Work across the University to develop a coordinated and joined up approach to events, ensuring their potential for engagement is maximised and University's priorities are addressed.
- Ensure close alignment between events and the wider priorities of the communications team, including PR, campaigns, internal communications, etc as well as the priorities of the Directorate, including fundraising, alumni relations and civic mission.
- Develop an approach to the development and promotion of public and civic events, including an annual calendar, that engages local and regional stakeholders, promotes the University and closely aligns with its civic mission.
- Ensure that the delivery, recording and evaluation of events aligns with the reporting requirements of national initiatives such as the Knowledge Exchange Framework (KEF) and others as appropriate.
- Develop a thorough, considered and effective approach to the evaluation of events, instilling a culture of excellence and continuous improvement in their development and delivery.

- Ensure that all events, including all supporting materials, are in line with the University's branding.
- Lead and contribute to cross-university projects to help ensure that these are completed within agreed budgets and timescales and to the appropriate quality standards.
- Lead, motivate and develop relevant staff, providing clear objectives and managing performance against these, to ensure that staff are appropriately motivated and trained to carry out their responsibilities to the required standards.
- Oversee the planning and management of appropriate budgets, to ensure that the University achieves best value.

## Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- The role holder will need to ensure that activities engage the University's key stakeholders, both internal and external, enhancing its reputation and mobilising support and buy-in across the University.
- The role holder will need to be able to link with wider strategies, within the communications team, Engagement Directorate and the wider University.
- The role holder will need excellent planning and organising skills as well as the ability to inspire and motivate a team through the development and delivery of outstanding events that reflect University priorities.
- The post-holder will need to ensure that graduations remain central to the work of the University, a celebration of the best of the University of Kent and a central element of the student experience.
- The post holder will need to ensure that the events programme reflects the civic priorities of the University, reflecting a spirit of openness, public access to the University, diversity and inclusion.

## Facts & figures

The Communications Team strive to build the University's reputation through multi-channel, mixed media campaigns that set out a compelling narrative based on our University strategy. Working across press, PR, social media and internal comms, the team lead on communications with key local, national and international audiences, ensuring clear and consistent messages are delivered in creative and dynamic ways to help make the University stand out in a crowded market. With responsibility for reputation management, including crisis response, the team take an active role in positioning the University as a leader in key strategic areas, demonstrating the breadth of our ambition and the supportive culture that drives our day-to-day activity.

## Internal & external relationships

**Internal:** Executive Group, Chancellor, Council, Directors of Division and divisional Directors of Operations, Professional Services Directors, heads of sections in professional services areas, staff, University committees, boards and groups

**External:** Students and staff, alumni and friends of the University, volunteers, Honorary Graduands, suppliers, professional networks, celebrities and high profile speakers, local, regional and national partners, local community groups and societies, HE networks.

## Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- Conflict resolution
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends
- Ability to occasionally travel in a timely and efficient manner between campuses

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

### Essential Criteria:

- Degree in a relevant field or equivalent qualification or experience [A]
- Demonstrable experience of, and a passion for, events [A,I]
- A successful track record of developing and translating plans and decisions into operational practice [A,I]
- Significant experience of working with senior colleagues [I]
- Knowledge of technology and their application to the development and delivery of events [A]
- Significant experience of managing complex relationships which require a bespoke approach and high levels of judgement, skill, tact and diplomacy [A, I]
- Experience of managing large projects/programmes/campaigns and initiatives and their implementation in a large and complex environment {A, I, T}
- Experience of successfully managing staff, with well-developed leadership skills and a clear passion for developing motivated staff and strong teams [A, I]
- Excellent and effective negotiation, influencing and communication skills, giving the post-holder the ability to deal confidently and diplomatically with a range of people at all levels both internally and externally, and the ability to produce clear and concise written materials [A, I]
- Experience managing budgets and planning sustainably for the future [A]
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research ( I )
- Commitment to deliver and promote equality, diversity and inclusivity in the day to day work of the role (I)

*Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage*