



MASTER THE GLOBAL
SPORTS INDUSTRY



JOB DESCRIPTION

POST:	Events Manager (UK)
LOCATION	UCFB Etihad Campus, Manchester plus opportunity for remote working
SALARY/GRADE:	£30,000 - £35,000 per annum depending on experience
RESPONSIBLE TO:	Head of Global Events & GIS Operations

POST OBJECTIVES:

UCFB is seeking an ambitious and driven Events Manager, with an appetite to grow and progress their career.

This role will oversee a portfolio of UK based events at our iconic Wembley and Etihad stadium campuses and online. Whilst responsible for the production of all UCFB and GIS UK events from conception through to completion, the role will be based at and have a more active delivery focus on events at our Etihad Campus.

During the Coronavirus pandemic and with associated restrictions, this role will ensure that UCFB & GIS virtual events and experiences can fill the void, meeting the needs of our customers, until face to face events can resume.

It will require an events professional with significant and proven experience in a range of event types, with the ability to be adaptable and to deliver high quality events whilst working with a wide range of internal and external stakeholders.

Leading a UK events team across two sites (Manchester & Wembley, London), this successful candidate will ensure quality and consistent delivery of both UCFB & GIS Marketing & Student Recruitment events in the UK, including open days, taster days, special guest speaker events on campus and online, graduation ceremonies, partner events and student conferences. The number of events and event types are continually growing in line with company expansion.

Our unique venues and high profile partner organisations require this role to think through the challenges and restrictions of each event, finding solutions to achieve the best results possible.

An understanding of sporting venues/stadiums and the sports and/or education industries in general would be advantageous, but not essential. Some knowledge or experience in producing online events (e.g. live webinars) would also be beneficial.

Excellent working relationships with the UCFB Facilities, IT and Finance teams will be key in this role, requiring the post holder to liaise effectively for both delivery of and staffing events.

As a crucial member of the Marketing department, this role will also work closely with the Head of UK Student Recruitment and the International Events Manager, providing effective team support wherever necessary. Opportunities may also arise for travel to and support on International events at our Global Study Hubs and campuses in the USA, Canada and Australia.



KEY TASKS:

- Lead and evolve the strategy for UCFB and GIS core marketing and student recruitment events.
- Schedule and deliver high quality student recruitment events (Open Days & Taster Days) for future undergraduate and postgraduate students.
- Schedule and deliver our flagship student events (including but not limited to: Graduations, Careers Fairs, Student Conferences) and Business Development / Partner events, with a delivery focus on Etihad Campus events, but including oversight of Wembley Events.
- Manage the Assistant Events Manager (based at Wembley), to ensure the calendar of events across campuses is planned together effectively. Per campus, there are currently around 15-20 events a year; however, the event calendar is growing all the time, with new partner events each year.
- In a period of face to face events not being possible, ensure we still achieve our desired outcomes and goals through virtual events and experiences.
- Manage a team of Recruitment & Events Coordinators.
- Work with Head of UK Student Recruitment to ensure event strategy meets recruitment requirements, but also to foster and develop partner relations through event delivery and / or concept creation.
- Communicate with internal stakeholders, negotiating fairly and effectively where priorities across the business may differ.
- Continually monitor and review event delivery, achievement against KPI targets and customer feedback.
- Create new event concepts to support business goals and requirements.
- Produce detailed proposals for events e.g. timelines, venues, suppliers, legal obligations, staffing.
- Ensure consistency of delivery, content and brand across UCFB core events across both UK campuses.
- Ensure legal, insurance, health and safety obligations are adhered to.
- Coordinate venue management, caterers, contractors and equipment hire.
- Oversee organisation of facilities for car parking, traffic control, security, first aid and hospitality.
- Identify and secure guest speakers or special guests, potentially liaising with key partners of the organisation to do so.
- Plan room layouts and the entertainment programme, scheduling workshops and demonstrations.
- Coordinate internal staff communication and staff briefings, with regards to events.
- Coordinate suppliers, handle client queries and troubleshooting on the day of the event to ensure that all runs smoothly.
- Ensure the contact / communication strategy for events is effective and relevant stakeholders are always up to date on event planning and/or requirements.
- Event budget management and reconciliation.
- Travel to other campuses to line manage, assist or cover event delivery.
- Potential opportunity for travel to and support on International events.



Person Specification

HEI: UCFB		Location: Etihad, Manchester	
Department: Marketing Department		Responsible To: Head of Global Events & GIS Operations	
REQUIREMENTS	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT *
1. Qualifications and Training	Degree or equivalent experience	Events or Marketing related Qualifications	1, 2 & 4
2. Previous Work Experience	5 years events experience in a sporting, conference, higher education institution or similar 2 years line management experience	5 years line management experience Multi site / remote management Experience of working within a higher education institution Proven experience working within CRM management & deployment	1, 2 & 4
3. Specific Knowledge/ Skills/ Abilities required	Office administration Good level of computer literacy in Microsoft packages Excellent communication skills (written & verbal) Event marketing copy writing Ability to work on your own initiative Attention to detail Customer service focussed	Knowledge of higher education student recruitment cycles Line management HTML email experience Significant understanding of CRM system workings. CRM automated communications experience	1, 2, 3 & 4



	<p>Ability to multi-task</p> <p>Stakeholder relationship building and negotiation (internal and external)</p> <p>Ability to communicate with colleagues of all levels</p>		
4. Motivation/ Attitude	<p>Professional approach to work</p> <p>Reliable</p> <p>Flexible</p> <p>A can-do attitude.</p> <p>A solid team ethic.</p> <p>A growth mindset.</p> <p>Belief in our mission, purpose and values: https://www.ucfb.ac.uk/about-ucfb/our-vision-mission-and-values/gis/</p>	Willingness to travel	1, 2 & 4

***1=Application form; 2=Interview; 3=Test/Presentation; 4=Documentary evidence;**



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Terms and Conditions of Employment Relevant to Post

Job title:	Events Manager (UK)
Hours:	8.30am – 5.00pm, full time
Salary:	£30,000 - £35,000 per annum depending on experience
Work base:	UCFB Etihad Campus, Manchester plus opportunity for remote working
Holidays:	33 days paid holiday, including the usual public holidays in England & Wales
Benefits:	Christmas/ New Year closure period (10 discretionary days inclusive of bank holidays), cycle to work, Perkbox, birthday day off, annual staff events, pension (statutory auto enrolment scheme), occupational maternity/ paternity pay after qualifying period

Subject to:

Satisfactory DBS check

Satisfactory completion of the Probationary period

Right to work in the UK: Compliance with Asylum and Immigration Act 1996 and Immigration Asylum and Nationality Act 2006

Evidence of stated qualifications relevant to the post

Evidence of membership of relevant professional bodies as stipulated by the post

Not being subject to a Football Banning Order or any lawful prohibition on entering a football stadium in the UK