



Events Manager

Grade: 9

Directorate: Marketing & Supporter Development

Location: Slimbridge Wetland Centre (flexible arrangement considered)

Reporting to: Head of Communications and Campaigns

Main function of post: To develop and deliver WWT's stakeholder and engagement events programme in order to support the organisation's communications, external affairs and fundraising objectives. To create, market, deliver and monitor follow up from high profile events either hosted by WWT, or attendance at third party events where WWT can make an impact and achieve clearly defined objectives, for example with current or potential supporters, or key stakeholders and influencers. To advise and support colleagues organising smaller events.

Supervisory responsibilities: Event volunteer placement, casual event volunteers

Main duties of the post

1. Develop and deliver an annual programme of events, working in partnership with colleagues from across the directorate and wider organisation to identify the key objectives and priorities for the year, as part of the wider Marketing and Supporter Development strategy and annual business plan.
2. The events programme will support a mixture of objectives over the course of the year, linked to WWT's nine programme and four overarching objectives. More specifically, they are likely to include fundraising, policy and advocacy, and stakeholder engagement objectives, as well as corporate events such as the AGM.
3. Identify clear objectives for each event and develop a clear project plan, budget and metrics to measure the outputs and outcomes achieved to be measured and lessons learnt for future events.
4. Monitor innovation and best practice in events organisation and management to ensure that WWT's events are creative, engaging and efficient, with a particular focus on developing alternative formats such as online events.
5. Deliver major events on time and within budget, including developing creative event concepts, liaising with sponsors and partners, selecting and managing contractors, overseeing and collating guest lists, leading event logistics, writing briefing and speech notes, liaising with VIPs and ensuring timely follow-up.

6. Identify priority third party events where WWT can reach key audiences and develop and deliver WWT's presence at these events, working with colleagues in relevant teams, to agree objectives, confirm the nature of our presence, and organise the details such as speakers, fringe events and stands, including developing partnerships and facilitating cross sector working.
7. Work with the Head of Communications and Campaigns to ensure the events programme is an integrated part of the wider communications plans supporting key engagement themes and helping deliver against WWT's charitable objectives.
8. Offer expertise on event management for the organisation, consulting and offering strategic support to events not directly managed. Provide guidance and training for staff attending events to ensure events deliver on their objectives.
9. To provide leadership to all staff and volunteers attending events, enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction and support are provided in line with WWT's people frameworks.
10. To ensure the health, safety and wellbeing of everyone attending events is an integral part of how they work, creating a safe environment for staff, volunteers and supporters by implementing WWT's health and safety policies and guidelines.
11. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
12. Be responsible for the management of the event expenditure budget of circa £35k on a day to day basis and delivery of direct income in line with agreed targets where relevant.
13. Ensure compliance with relevant charity, fundraising and data governance legislation and guidance.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: January 2018

Amended: September 2020

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent
- Current driving licence as the ability to travel to other locations is essential

2. Experience

Essential:

- Significant experience of planning and coordinating stakeholder events of 100+ guests
- Proven experience of leading the development of events capable of attracting the highest level of attendees
- Experience of developing and managing relationships with a wide range of stakeholders
- Experience of conducting risk assessments for events
- Successful event marketing using databases
- Competent user of all Microsoft Office applications

Desirable:

- Experience of delivering fundraised income targets
- Experience of delivering training and coaching others to achieve their potential

3. Managerial & Supervisory

Essential:

- Experience of managing volunteers, casual workers and contractors under high pressure conditions & to deliver absolute deadlines
- Ability to lead and inspire staff at all levels, supervising their activities within the context of events

Type of staff	Number managed	Number supervised
Employed Staff	0	Up to 10
Volunteers / Casual Workers	Up to 10	0
Contractors	0	0

4. Responsibility

Essential:

- Independently lead an events programme of the highest quality
- Evaluate and innovate to improve the programme and exceed attendee expectations

- Manage high profile events with significant external reputational risks to a level which tangibly helps WWT to achieve our charitable objectives
- Set and manage the events budget of circa £35k, maintaining up-to-date expenditure and administrative records and reporting and prioritising as appropriate
- Ability to prioritise own workload and work with limited supervision at times

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	Circa. £35,000
Cash Handling	Up to £5,000
Assets (required for job, exc. buildings)	N/A
Visitors (per annum)	To event stands up to £50,000

5. Creative Ability

Essential:

- Problem solving and innovation to deliver a continually improving programme
- Ability to work collaboratively as part of the creative process to ensure internal and external skills are harnessed to their full potential
- Ability to work strategically to plan a diverse events programme which delivers against defined objectives
- Strong communication skills, both written and oral, able to write concise and relevant briefing and speech notes for events

Desirable:

- Able to write engaging copy for invites, event materials and speeches

6. Contact

Essential:

- Polite and professional manner when dealing with all stakeholders – able to act as first point of contact for high level donors face-to-face and on the phone
- Stewarding internal and external relationships as related to events and developing effective cross-team working relationships in a complex organisation
- Able to work effectively with colleagues across the UK, planning and delivering events at remote sites
- Ability to communicate relevant information credibly and succinctly
- Ability to maintain high standards when dealing with demanding senior contacts in high pressure situations

Desirable:

- Experience of implementing supporter care standards as related to events

General Notes

This position will require work during some evenings and weekends, to meet the needs of the post.
Travel in the UK, including overnight stays will be essential.