



Events Manager (Interim)

Grade: 9

Centre: HQ

Directorate: Supporter Development

Reporting to: Head of Supporter Development

Main function of the post: To set and deliver WWT's stakeholder & engagement events programme. To create, market, deliver and monitor follow up from high profile events aimed at high value supporters of the charity and work to position WWT at third party events where we can reach key industry sectors or engage with members of the public who might not visit our centres.

Supervisory Responsibility: Event volunteers

Hours worked: 30 – 37.5 hours per week Negotiable (flexible around core hours)

Main duties of the post:

1. Work across WWT to strategically plan and implement an ambitious events programme, taking full responsibility for setting event objectives and evaluating against them to ensure continuous improvement.
2. Deliver major events, 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.
3. Proactively engage with organisers of events where we can reach key audiences, to secure and co-ordinate speaking opportunities, fringe events and stands.
4. Supervise staff and volunteers as appropriate around events, and manage at least one longer term volunteer post.
5. Offer expertise on event management for the organisation, consulting and offering strategic support to events not directly managed.
6. Be responsible for overseeing the event expenditure budget of circa £35k and delivery of direct income in line with agreed targets.
7. Develop relationships with our supporters through events, stewarding their development against agreed objectives.
8. Ensure event health and safety requirements are met, including conducting risk assessments.
9. Ensure the events programme is an integrated part of the organisation and department's wider communications plans supporting key engagement themes and helping deliver against WWT's charitable objectives. This includes using technology to extend the reach of events beyond physical attendees where appropriate.

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: Jan 2018

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent
- Full UK driving license

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 at all levels
- Experience of conducting risk assessments for events
- Experience of 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
Permanent Staff		Up to 10
Volunteers / Casual Workers	Up to 10	

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
- Stewarding internal and external relationships as related to events

- Overseeing contractors, agencies, casual staff and volunteers, as part of delivering the Events Programme
- Ability to prioritise own workload and work with limited supervision at times

Levels of financial responsibility

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

5. Creative Ability

Essential:

- Ability to problem solve and innovate 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

Desirable:

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

6. Contact

Essential:

- Strong communication skills, both written and oral, able to write concise and relevant briefing and speech notes for events
- A 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
- Ability 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.

A current driving licence is essential as travel to other WWT locations is a requirement of the post.