

## JOB DESCRIPTION

<b>Vacancy reference:</b>	SRF26630
<b>Post Title:</b>	Events Officer
<b>Grade:</b>	5
<b>School/Department:</b>	Henley Business School, Alumni and Development
<b>Reports to:</b>	Head of Fundraising
<b>Responsible for:</b>	none

### Purpose

This post will plan, organise and deliver activities and events that form part of a high quality, impactful programme of events targeted at the wider Henley Business School community (with a focus on a number of networks of stakeholders, including alumni, students, corporates and supporters).

Working together with colleagues in the Events Team, the post holder will deliver events on Henley Business School campuses in Henley-on-Thames and Reading, as well as in London, the wider UK, and internationally.

### Main duties and responsibilities

- Organise and deliver key events that are part of a wide ranging and diverse portfolio of high quality, impactful events targeted at the wider Henley Business School community of stakeholders. with oversight and input from the Head of Fundraising and other senior colleagues.
- Deliver the consistent application of Henley Business School's guidelines and standards for the events delivered by and with the support of the Alumni & Development team.
- Manage all activities relating to events using the main event planning document, and prepare all materials relating to the event including, day plans, guest information, speaker information, guest lists and name badges as appropriate.
- Work with the Henley Centre for Entrepreneurship and Business United, to plan, organise and deliver the annual Brittelstand Symposium taking place on 19 September 2019, and compile the event's impact report.
- Plan and support international events run by the Alumni & Development team or by international alumni volunteers, working seamlessly within local cultural expectations, whilst also ensuring the brand, quality and guest experience reflect Henley Business School values and standards
- Liaise with key services and operational departments and providers enabling effective use of resources and high quality delivery across all events aspects.
- In liaison with the Communication & Community Management team develop and execute communications plans for all events including email, social media, website, alumni networks and other channels and events programmes as appropriate.

- In liaison with the Communication & Community Management team prepare and manage webpages and booking pages relating to events including the setup and management of events in the alumni database and the management of guest bookings and payments.
- Liaise with the Network & Engagement team to ensure a current and shared understanding of key stakeholders involved in events, to enable effective flow of information between guests, the Events team and the Network & Engagement team, or other relevant internal teams.
- Produce timely and detailed event briefings and post-event reports for all relevant staff including senior staff, supporting colleagues and visitors (where appropriate) in connection with those events.
- Keep accurate records of all actions and contact with individual event bookers (on the alumni database), including event participation and communications data.
- Liaise with the Fundraising Team and other internal stakeholders to ensure that events delivery supports the business development vision of the Alumni & Development team and Henley Business School.
- Be a point of contact for enquiries by phone and email, and respond promptly and appropriately to requests

### **Supervision received**

This post reports to the Head of Fundraising

### **Supervision given**

None

### **Contact**

There will be frequent and regular contact with stakeholders, both internal and external.

Internal contacts including: Henley Business School's Alumni & Development team, Henley Centre for Entrepreneurship, Executive Education, Henley Careers, Marketing and Sales and faculty departments, as well as the wider University's Events team and the team of the University of Reading Campaign and Supporter Engagement Office.

External contacts including: Henley Business School alumni, students, donors, supporters and prospects, suppliers, senior business and industry leaders, media.

### **Terms and conditions**

Full time and fixed term (8 months). This role is based at the Whiteknights campus of the University of Reading, although the post holder will be required to travel to the two Reading campuses in Henley on Thames and London Road.

Some out of hours work, including some evenings and weekends, will be required due to the nature of this role. The post holder will need to attend events which may take place at the Henley Business School Greenlands or Whiteknights campuses or in London. Some events will take place in other parts of the UK or abroad, and some travel will be required. Time off in lieu can be taken where appropriate and agreed by your line manager.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

# PERSON SPECIFICATION

Job Title	School/Department
Events Officer	Henley Business School / Alumni and Development

Criteria	Essential	Desirable
<b>Skills Required</b>	<ul style="list-style-type: none"> <li>• Project management skills, including the ability to manage a project budget</li> <li>• Confidence to lead and report on events projects</li> <li>• Proven administrative and organisational skills</li> <li>• Proven written and oral communication skills</li> <li>• Excellent computing skills e.g. Word, Excel, Outlook, PowerPoint</li> <li>• Proven digital marketing skills, e.g. Mail Chimp, Qualtrics, SaaS BI tools and social media</li> <li>• Database administration skills</li> <li>• Be able to meet tight deadlines</li> <li>• Be able to work with minimal supervision</li> <li>• Ability to interact with people at all levels</li> <li>• Good interpersonal skills and the ability to maintain a good working relationship with event stakeholders inside Henley Business School, the wider university and externally.</li> </ul>	
<b>Attainment</b>	<ul style="list-style-type: none"> <li>• Educated to A-Level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Degree or equivalent in Events Management or Digital Marketing</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Events management</li> <li>• Data Protection</li> <li>• Administration</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Education sector</li> <li>• Alumni Relations, events and/or fundraising</li> <li>• Event relevant Health &amp; Safety regulations</li> </ul>

<p><b>Relevant Experience</b></p>	<ul style="list-style-type: none"> <li>• Experience of planning and organising events with multiple stakeholders</li> <li>• Experience of planning events, projects or activities in an international environment</li> <li>• Proven effective office administration experience</li> <li>• Experience of data administration</li> <li>• Experience of managing web pages and social media</li> <li>• Experience of working in an alumni/ marketing/ fundraising/ events environment in a member or customer-facing role</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of online events booking systems</li> <li>• Experience of planning and implementing communications activity</li> </ul>
<p><b>Disposition</b></p>	<ul style="list-style-type: none"> <li>• Business focussed individual</li> <li>• Highly motivated and keen to make the most of your skills and experience</li> <li>• Able to work using own initiative; self-motivated</li> <li>• Team player</li> <li>• Can demonstrate careful attention to detail</li> <li>• Efficient, organised &amp; able to meet deadlines</li> <li>• Ability and willingness to learn</li> <li>• Confident to interact with people at all levels</li> <li>• High level of cultural awareness</li> <li>• Can-do attitude</li> </ul>	
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Willingness and flexibility to regularly work outside of normal hours i.e. evenings and weekends and undertake travel when required</li> </ul>	

Completed by: Paola Tinti	Date: 19/12/2018
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