

# Loughborough College

## Job Description

### 1. Job Details

Job Title: **Events Officer**

Competency Level: **Business Support 2**

Reporting To: **Marketing Manager**

Department: **Marketing**

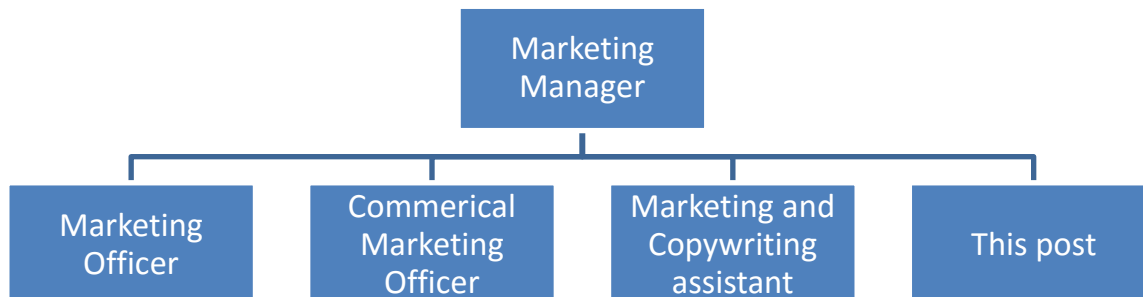
Annual Salary (FTE): **£19,552 per annum**

Date: **April 2017**

### 2. Job Purpose

To provide event planning, organisation and support skills to the college marketing department.

### 3. Organisation chart



### 4. Key Responsibilities

#### Events

- Plan the Higher Education Graduation ceremony and college Open Days
- Work cross college to support and implement college events as approved by senior management
- Work with other members of the marketing team to plan and run all of the college's internal recruitment events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets)
- Attend and represent the college at external recruitment events including UCAS events and career fairs
- Work with student ambassadors to help to promote the college at events
- Research and identify opportunities for events

- Perform post-event evaluation (including data entry and analysis and producing reports for event stakeholders)

## **Schools**

- Maintain and develop relationships with school contacts
- Manage college attendance at school events
- Present as and when required to various school audiences – assemblies, workshops, etc.

## **General Requirements**

- Assist the Marketing Manager in the planning of the marketing and events budgets
- Work with the marketing team to implement the college's marketing plan
- Be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults that you may be responsible for or come into contact with
- Recognise and promote good practice with regard to equality of opportunity
- Organise the purchase of promotional items for use at events
- You must have a full driving licence with access to vehicle
- Flexibility to work some evenings and weekends, which may include attending events throughout the UK
- Carry out other duties as may be required

## **5. Key Result Areas**

### **Action**

Organise college open days

Attend external events

Support the delivery of events across the college

### **Result**

Successful open days with satisfied attendees

Promotion of the college to new customers resulting in increased interest in college courses

Quality of all college events improved by the input of the events officer

## **6. Key Working Relationships and Communications**

### **Internal:**

- Marketing & design staff
- Curriculum teams
- Other support teams

### **External:**

- Schools
- Event providers
- UCAS
- Event support companies
- The National Space Centre

## 7. Scope for Impact

- To work collaboratively with external and internal partners in raising the college profile
- Contribute to successfully meeting college recruitment targets

## 8. Competency Profile

| Competency   | Descriptor  | Competency   | Descriptor  |
|--|---|--|---|
| <b>Accountable</b> - <i>We have full ownership for our actions, thinking through our decisions and taking responsibility for the outcomes.</i>               | Continually improves own performance and increases skills and knowledge. Works efficiently; makes best use of the College's resources. Manages own health, safety and wellbeing; complies with College policies.  | <b>Entrepreneurial</b> - <i>We think outside the box, exploiting technology and providing opportunities using our initiative and creativity.</i>                 | Looks for opportunities to do own job better; puts forward ideas. Always considers longer term impact of own tasks. You try new approaches and are not tied down by the existing ways of doing things. You understand how your tasks fit into achieving the College's outcomes.                   |
| <b>Agile</b> - <i>We are flexible and responsive in all that we do and demonstrate adaptability towards new challenges and changing environments.</i>        | Handles change with responsiveness and adaptability. Identifies problems in own work area, collaborates with others to implement solutions. Makes good quality decisions with confidence. Consistently delivers own work on time and to standard. Anticipates customer needs; prevents poor service; delivers consistently high quality service. Understands the importance of appraising and evaluating results of online searches and be a critical user of digital technologies. | <b>Inspiring</b> - <i>We are passionate and positive about what we do, creating challenging and motivational environments where everyone grows and succeeds.</i> | Own actions and behaviours are inspiring and engage others. Enthuses others with accurate and relevant subject knowledge. You listen to people and allow their thoughts and ideas help you perform your function better.  |
| <b>Engaging</b> - <i>We are focussed on building relationships, using clear communication to ensure everyone participates and feels part of the College.</i> | Supportive team member; forms positive working relationships in team. Effectively coordinates others in achieving a task. Communicates with accuracy; enables mutual understanding; confident presenter. You recognise others' strengths and weaknesses; you support them where there are shortcomings, and leverage their strengths so that your team achieves desired outcomes.   | <b>Integrity</b> - <i>We are open, honest and transparent in our work, behaving professionally and ethically at all times</i>                                    | Informs and promotes subject area convincingly; is an ambassador for the College's activities. Own work consistently contributes to the strategic aims of the College. Monitors own behaviours, actions and words. Demonstrates self-awareness; manages own reactions; builds good relationships. |

## 9. Skills, Knowledge and Experience (Person Specification)

| QUALIFICATIONS     |   | ESSENTIAL | DESIRABLE | HOW ASSESSED              |
|--------------------|---|-----------|-----------|---------------------------|
| 1                  | HND / Degree in Events organisation or a related subject.   |           | ✓         | Application/<br>Interview |
| 2                  | Possess NVQ Level 2 or equivalent qualification in Maths and English e.g. GCSE grades A – C         | ✓         |           | Application/<br>Interview |
| EXPERIENCE         |   |           |           |                           |
| 3                  | Experience of work in Marketing / Events  | ✓         |           | Application/<br>Interview |
| 4                  | Experience of using computerised systems in a work environment, including Microsoft Office          | ✓         |           | Application/<br>Interview |
| SKILLS & KNOWLEDGE |   |           |           |                           |
| 5                  | Good project management and organisational skills including the ability to work to tight deadlines. | ✓         |           | Interview                 |
| 6                  | Good interpersonal and teamwork skills.   | ✓         |           | Interview                 |
| 7                  | Ability to develop robust administrative systems  | ✓         |           | Interview                 |
| 8                  | Access to or use of a vehicle to travel/attend external events                                      | ✓         |           | Application               |
| BEHAVIOURS         |   |           |           |                           |
| 9                  | Ability to work conscientiously and on own initiative.  | ✓         |           | Interview                 |
| 10                 | Attention to detail and ability to work accurately.   | ✓         |           | Interview                 |
| 11                 | Ability to work effectively and accurately under pressure   | ✓         |           | Interview                 |

### Notes

1. A satisfactory Enhanced Disclosure & Barring Service check is required for this post. Loughborough College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
2. Loughborough College retains the right as a condition of your employment to require you to undertake such other duties as may be expected of you in the post mentioned above, or in a similar post within the College.
3. This job description and person specification was prepared in **April 2017** and may be amended in light of changing circumstances following discussion with the post holder.

**Job Description Agreement**

|                             |  |             |  |
|-----------------------------|--|-------------|--|
| <b>Job Holder Signature</b> |  | <b>Date</b> |  |
| <b>Manager Signature</b>    |  | <b>Date</b> |  |