

## Events Manager - January 2018

**Role:** Events Manager

**Band:** D

**Team:** Levy Payer Communications

**Reports to:** Senior Events Manager

**Location:** Stoneleigh

**Band Descriptor:** Senior specialist roles that are qualified in their field/s of expertise or qualified by evidenced experience. These roles will be able to contribute and input into new policies/ approaches or design its content. They will be expected to resolve issues and provide solutions. These roles require supervisory/team leader responsibilities.

**Contribution to Corporate Business Plan:** Contributing and developing

**Role Purpose:** To be responsible for the effective and efficient delivery of communication elements of the Sector/AHDB strategy and KPIs

### **Key Responsibilities:**

- Oversee the delivery of defined events areas of Sectors/AHDB corporate communications plans including monitoring KPI performance
- Develop and deliver operational plans and tactical strategies to fulfil identified Sector/AHDB event needs
- Commission and manage a range of event related campaigns, projects and initiatives.
- Contribute to reviews of specific communication activities and recommend actions to enhance effectiveness where appropriate
- Manage relationships with in house production team, communication team and suppliers/agencies
- Contributes to actions that foster a collaborative culture within the team and the AHDB corporate vision.
- Provide technical and tactical leadership for designated areas/audiences/topics.
- May have line management/mentoring responsibility
- To work across the team to ensure consistent, high quality outputs and AHDB brand integrity
- Identifying opportunities to deliver better value for money and to improve processes
- Ensure activities and duties are carried out in accordance with regulatory and legislative requirements (eg health and safety, public procurement etc).

### **Job Specific Activity (not an definitive list):**

- Support Head of Events or Events Senior Manager in taking lead on key areas of larger events
- Lead planning and delivery of event programmes within area of expertise (Shows, Conferences, KE or International)
- Ensure the AHDB brand is prominent and in line with guidelines on all events within area of expertise
- Work closely with functional teams to develop new ways of working and to underpin efficient delivery of all events within area of expertise
- Monitor and report on budgets for specific events
- Ensure risk assessments are completed for events and all health and safety measures are reinforced
- Represent the events function on selected working groups
- Ensure relevant publications and staff are present at events within area of expertise
- Look at opportunities for event development and new ways of delivery
- The post holder may be required to undertake other duties as prescribed by the line manager as appropriate.

**Delegated Authority:**

- Budgetary responsibility in line with AHDB Standing Instructions
- Commissioning of activity in line with agreed budgets

**Person Specification – Knowledge/Skills/Experience:**

- Knowledgeable/qualified in events management sector, including evidence of practical experience
- May have relevant professional qualification in events management
- Excellent project planning and influencing skills
- Knowledge of latest innovation in events planning, stand build and delivery
- Excellent communication skills

	Area of Expertise	Level Required
1	Influencing & Negotiating	3
2	Creating & Inspiring Commitment	3
3	Facilitation Skills	3
4	Planning & Organising	3
5	Continuous Improvement	2
6	Process Management	2

	Leadership Attributes (for Band D event roles with line management)	Level Required
1	Inspiring, nurturing and developing our talent	4
2	Focussed on the bigger picture and providing clarity of purpose	4
3	Leading excellent operational performance with a focus on outcomes	4
4	Creating an environment that encourages innovation, is outward looking, develops partnerships and manages effectively	4
5	Operating with openness, pace and passion	4
6	Building high performing teams – having the impact, influence and resilience to consistently motivate others to follow	4

	Behaviours (for Band D Events roles without line management)	Level Required
1	Customer mindset	3
2	Performance driven	3
3	Respecting Others	3
4	Working in a matrix	3

Version	Date	Author	Description
1.0	May 2016	C Watts	Original
2.0	June 2017	HR	Amended AOE
3.0	Jan 18	Ruth Ashfield (Head of Events )	Update

