

Description and Person Specification Professional Services Staff
Job title: Events Manager Department: Student Recruitment Marketing Pay Band: 3 Line Manager: Senior Events Manager
Role Purpose: The Events Manager is responsible for supporting the planning and delivery of physical, virtual and hybrid recruitment events in line with the University's recruitment strategy for attracting new audiences, recruiting new students, converting offer holders, and increasing the exposure and sustainability of Ravensbourne. The Events Manager supports the planning and delivery of graduation ceremonies that elevate the student experience, aid the student satisfaction rate and boost the reputation of the University ensuring that all students leave with a positive lasting impression of the University. The role is responsible for supporting a range of events, including, but not limited to, Open Days, Applicant Days, Building Tours, Annual Student Showcase and Graduations. This role supports all aspects of event management from concept to delivery and post event evaluation. Working collaboratively with various internal and external stakeholders this role will work towards objectives in accordance with budgets, deadlines and quality. The post holder will be expected to work evenings and weekends as well as travel to various London locations for events where required.
Duties and Responsibilities: • Support the Senior Event Manager in implementing a programme of Further Education, Undergraduate, and Postgraduate recruitment events in support of the University's student recruitment targets. • Support the Senior Event Manager in delivering the University's graduation ceremonies. • Support the project management of events through to successful delivery whilst adhering to a brief, objectives, and deadlines.

- Proactively build working relationships with a range of internal and external stakeholders ensuring quality across agreed deliverables.
- Work to agreed budgets whilst considering value for money and sustainability against company values.
- Support on the logistics and operational delivery of events ensuring a high level of customer service is delivered to positively boost the reputation of the University.
- Ensure the annual Events Calendar is visible to across the organisation and is kept up to date.
- Collaborate with Student Recruitment Marketing and Communications and Content teams to ensure clear and compelling promotion of events making sure that all aspects of event delivery adhere to brand guidelines.
- Be responsible for recruiting, managing and briefing Student Ambassadors and staff volunteers for events.
- Provide data updates and consolidate customer feedback to input into evaluation reports.
- Support the Senior Event Manager on business continuity planning, health & safety, risk management and accessibility options for all events.
- Participate in market research to base the production of high-quality events including bringing creative ideas to the Senior Events Manager to implement.
- Act as an ambassador during Open Days and other key student recruitment events on behalf of the University, both within the UK and overseas when required.
- Work cooperatively and flexibly within the Student Recruitment Marketing team and wider university departments as required.
- Maintain and develop an understanding of how developments in professional, legal, regulatory and educational contexts impact upon the role and the University.
- The role will involve travel within London for events as required.

Other

- Demonstrate an understanding of Ravensbourne's values, culture and educational ethos and promote these through everyday practice in the role.
- Work within Ravensbourne's Code of Conduct and other Rules.
- Comply with all legislative, regulatory and policy requirements (e.g., Finance, People & Culture) as appropriate.
- Carry out the policies, procedures, and practices of Health & Safety in all aspects of the role.
- Demonstrate value and importance of equality and diversity in every aspect of Ravensbourne's work and show commitment through everyday practice in the role.
- Work in accordance with and promote Ravensbourne's environmental sustainability policy and practices.

• Works continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate • Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness • Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne's objectives achieved.
Key working relationships (i.e. titles of roles, both internally and externally, with which this role holder interacts on a regular basis): • Senior Event Manager • Student Recruitment Marketing Managers • Academic Heads of Department and Course Leaders • Estates & Facilities • IT • External gown and photography suppliers • External event venues • Wider university colleagues (including Registry, Careers, Student Services, Students' Union, Finance)
Resources Managed Budgets: N/A Staff: N/A Other: (e.g. equipment; space) N/A

<u>Person Specification</u>		
<u>Knowledge and Experience</u>	Essential	Desirable
Education • Educated to degree or equivalent qualification at Higher Education level in a related discipline commensurate with the nature of the role.		✓
Professional Qualifications / Experience • Experience managing events throughout their life cycle, using key documentation to ensure the project achieves its agreed objectives in accordance to scope, budget, time and quality. • Experience working to a set budget with an understanding of the importance of income generation for student recruitment, and graduation.	✓ ✓	

• Experience using digital systems to understand and present numerical information clearly and accurately for reporting purposes. • Experience within the creative and digital industries. • Experience working with a wide range of internal and external stakeholders, making sure that responsibilities are defined.	✓	✓
Higher Education Knowledge • Knowledge of Higher Education, including policies, practices and procedures.		✓

<u>Core Personal Skills, Abilities and Behaviours</u>	Essential	Desirable
Communication • Excellent verbal and written communication skills, with the ability to present information clearly, confidently and persuasively to diverse audiences and stakeholders across various levels of seniority	✓	
Organisational Skills • Strong organisational skills with attention to detail in planning and executing activities and events. • Organises work with the ability to prioritise, allocate resource, and meet deadlines whilst contributing to objectives.	✓ ✓	
IT Skills • Ability to quickly learn and adapt to new technologies and platforms, enhancing productivity and streamlining processes. • Proficient in using a range of IT tools and software, including CRM systems, databases to support administrative tasks.	✓ ✓	
Customer Focus and Service • Takes pride in delivering excellent customer service to colleagues, students, partners, suppliers and the wider community in line with their expectations and requirements.	✓	
Problem Solving and Decision Making • Resilient and flexible with the ability to stay calm under pressure and solve problems as they arise.	✓	

Project Management • Ability to manage and coordinate multiple projects, ensuring they are completed on time, within scope, and budget. • Familiarity with project management methodologies and tools, such as Gantt charts or Agile frameworks, to enhance project efficiency and effectiveness.	✓	
Team Working • Works collaboratively and harmoniously within the team and more widely with all significant others to get the job done, to the satisfaction of all those involved.	✓	
Numeracy and Statistics • Strong numeracy skills and the ability to analyse statistical data to inform recruitment strategies and measure performance.	✓	
Future Focused and Change-Ready • Understands their current position within the broader environmental context, remain receptive and open-minded towards change. • Openness to change and ability to respond positively and creatively to evolving circumstances and requirements, including a proactive approach to implementing new practices that drive continuous improvement and innovation. • Demonstrates adaptability and resilience to change, embracing new ideas and striving for continuous improvement.	✓ ✓ ✓	
Resource Management • Ability to allocate resources effectively, ensuring that the resources required are available at the right time and in the right place, and appropriately monitored.	✓	
Equality, Diversity & Inclusion • Commitment to promoting equality, diversity, and inclusion within the recruitment process and the workplace.	✓	
Organisational Values Alignment with and commitment to the institution's core values and mission: • Connection • Dynamism	✓	

• Inclusion • Professionalism		
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This Job Description may be reviewed, and duties amended to align with Ravensbourne's requirements; any changes will be made in collaboration with the postholder.

Our Values

Connection: We value what happens together and we collaborate to achieve our collective goals.

Dynamism: We embrace every opportunity to adapt and optimise.

Inclusion: We celebrate our diversity, and we embrace difference as a source of strength.

Professionalism: We aim for quality in everything we do and take pride in our work.

