Events manager

SCHOOLS NorthEast Trading Ltd is looking to recruit a highly motivated Events Manager to join our small but very successful team. This is a diverse and challenging role, which offers tremendous opportunity to shape and implement programmes that make a real difference to North East schools.

SCHOOLS NorthEast Trading Ltd is the trading arm of the charity SCHOOLS NorthEast which is the first, and only, regional schools-led network in the UK. It represents all 1,300 schools in the North East. SCHOOLS NorthEast is an inclusive network creating a unique culture of collaboration and mutual support and bringing the expertise of our members to benefit developments within our region.

We work with schools from the Scottish border to the North Yorkshire border, from the coast to the Pennines, to deliver on our vision of a region in which “our young people are confident, enterprising, skilled and aspiring: learning and developing within well resourced, nurturing and purposeful school environments”.

You will be responsible for the development and delivery of a very busy and dynamic events programme that currently includes at least six major conferences, as well as monthly training and CPD events. The role will include all aspects of event management and delivery from initial programme development through to on the day delivery. You will build upon the existing events programme to widen the charity’s engagement with schools across the region and to extend the impact the charity delivers on behalf of North East schools.

Your role is to act as a leader within the organisation, proactively shaping and delivering an events programme focused on delivering maximum benefits to schools. You will feed into and support the planning and decision-making of the company’s Directors. You will work under the Director of Operations to ensure the successful delivery of the SCHOOLS NorthEast events programme, enabling both Directors to have sufficient capacity and information to create an events programme that will focus on and support the strategic priorities of SCHOOLS NorthEast.

Working with Directors, you will promote the SCHOOLS NorthEast event programme and proactively identify opportunities to further support schools. You will work with and manage the Event Co-ordinator(s) to ensure that SCHOOLS NorthEast can deal with the challenges of the significant recent growth in the scale, scope and complexity of its event programme.

You must have significant experience of managing a large and successful events programme. You must be a mobile self-starter, willing and able to travel within the region if necessary, with experience of achieving challenging targets; a can-do attitude; able to work well under pressure; and with a strong interest in education within the North East.

**Key tasks:**

* Provide information and ideas to enable Directors to produce a ‘must attend’ events programme that is attractive and relevant to our members, supports the organisation’s key strategic goals, and generates significant income for SCHOOLS NorthEast.
* Support the Director of Operations to oversee the organisation’s event programme including:
  + Produce all relevant information to enable the Director of Operations to formulate the annual organisational budget, working with all staff to communicate budget priorities, reviewing and updating the budget on an ongoing basis.
  + You will ensure that the Director of Operations has all relevant information for the regular production of accurate and timely cash flow projections.
  + Prepare event profit reports for review by the Directors.
* Line manage the Event Co-ordinator(s) and any interns or support staff brought in to assist with an event.
* Represent the charity externally, including supporting Directors & the Relationship Manager, with suppliers, venues, sponsors and key partners to support income generation and the sustainability of SCHOOLS NorthEast and its trading arm. You will maintain excellent relationships with existing and potential stakeholders.
* Support the marketing and recruitment of new Partner Schools through development of the events programme, using intelligence gained from the Relationship Manager and Directors.
* To produce and deliver the SCHOOLS NorthEast events programme from proposal onwards.
* To deliver events on time, within budget, that meet (and hopefully exceed) expectations.
* To assist in communicating and maintaining timelines and priorities on every project.
* Assist in managing supplier relationships.
* Managing operational and [administrative functions](http://www.totaljobs.com/careers-advice/job-profile/admin-jobs) to ensure specific projects are delivered efficiently.
* Travelling to on-site inspections and project managing events.
* Being responsible for project budgets.
* Ensuring excellent [customer service](http://www.totaljobs.com/careers-advice/job-profile/customer-services-jobs/customer-service-industry-job-descriptions) and quality delivery.
* To work as an integral member of a small team, willing to undertake tasks as needed to deliver the aims of SCHOOLS NorthEast.

**Person Specification**

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|  | Essential | Desirable |
| Personal Skills & Qualities | * Innovative and creative mind; * Excellent communication skills, verbal and written; * Self motivated, well organised with strong attention to detail; * Able to work well under pressure and cope with multiple deadlines and competing priorities at the same time; * Excellent IT skills incl. Word, Excel, , and CRM systems; * Ability to problem solve; * The energy, flexibility and capacity to deal with both strategic and operational level issues; * Target orientated and results driven; * Able to work with the minimum of supervision; * Proven problem solver; able to think clearly ‘on the spot’ to resolve unexpected issues. | * Educated to degree or equivalent level in a relevant subject. * Interest in and ability to quickly gain an understanding of issues affecting schools in the North East. |
| Experience & Knowledge | * 2+ years’ relevant experience delivering a significant, complex, and successful events programme. * Experience of project management and a track record of successful delivery of complex projects. * Experience of procuring and managing contractors, suppliers, and event venues. * Experience of managing staff. * Proven ability to develop and execute a clear sales/marketing strategy. | * Knowledge of UK education system and current issues in education policy. * Experience of working in a membership organisation. * Experience of liaising with senior figures in education and/ or business. * Experience of managing a contacts database. * Relevant marketing or similar qualification. * Knowledge of Highrise CRM software. * Knowledge of Mailchimp or alternative marketing systems. |