

Schools North East
Trading Limited



Deputy Events Manager Recruitment Pack December 2024



Deputy Events Manager

Salary: £29,351 - £33,208 depending on experience

Location: Central Newcastle (with flexibility to work from home on Fridays)

Hours: Full-time, 36 hours per week

Closing Date: 12:00, Noon, Thursday 9 January 2025

Make a Difference with Schools North East

Schools North East is a dynamic, purpose-driven charity that champions the education sector across the North East. Representing a collaborative community of over 1,150 member schools, we are committed to being the Voice advocating for schools, the Glue fostering collaboration, and the Bridge connecting education with the wider world.

As Deputy Events Manager, you will play a pivotal role in shaping and delivering a high-profile events program that is central to our mission and a key income stream for the charity. From major conferences like the Schools North East annual Summit to webinars and bespoke training sessions, your work will directly contribute to creating opportunities for schools, influencing education policy, and strengthening our community. This is an exciting opportunity for a creative and organised professional to make a tangible difference while contributing to the charity's growth and success.

Why Join Schools North East?

At Schools North East, we believe in empowering our team to thrive professionally and personally. Working here offers a unique opportunity to be part of a supportive and collaborative organisation that values creativity, innovation, and integrity. You'll find your work purposeful, knowing that every event you help deliver impacts the education and life chances of children across the region.

We also invest in our staff, offering a tailored program of CPD opportunities to help you grow and excel in your career. From attending training and networking events to gaining hands-on leadership experience in innovative projects, you'll have the chance to advance your skills in areas like sponsorship development, digital event management, and stakeholder engagement.

Our inclusive working environment is designed to support our team, with 30 days' annual leave plus bank holidays, and a vibrant office culture in central Newcastle.



About the Role

In this role, you will support the Events Manager in the planning, delivery, and evaluation of a comprehensive events program that serves thousands of educators, school leaders, and stakeholders each year. You will take ownership of specific events, ensuring that every aspect – from logistics to delegate experience – is executed to the highest standard.

Creativity is a cornerstone of this role. We are looking for someone who can bring fresh ideas to the table, whether that's designing new event formats, developing sponsorship opportunities, or identifying untapped areas of interest for our audiences. Your contribution will not only enhance the charity's events offering but also generate vital income to support our mission.

Collaboration is key. You'll work closely with colleagues across Schools North East, as well as with external partners, sponsors, and stakeholders. Building strong relationships and understanding the needs of diverse audiences will be central to your success.

Operational excellence will underpin your work, whether you're managing budgets, coordinating event logistics, or supporting the Events Manager in ensuring smooth execution. Post-event, you'll play a role in evaluating outcomes, gathering feedback, and identifying opportunities for continuous improvement.

Who We're Looking For

We are seeking a dynamic and organised individual with a passion for delivering impactful events. You should have a proven track record in event management, with experience spanning planning, execution, and evaluation. Strong communication skills are essential, as is the ability to build and maintain relationships with a wide range of stakeholders.

Creativity is highly valued in this role. We are looking for someone who can think outside the box, bring fresh ideas to our events program, and proactively seek out new opportunities for sponsorship and income generation. Equally, you must be detail-oriented and capable of managing multiple priorities with efficiency and precision.

While experience in the education sector is desirable, it is not essential. More important is your enthusiasm for Schools North East's mission and your ability to align with our values: collaboration, innovation, integrity, and excellence.



Our Values

At Schools North East, our values are at the heart of everything we do. Collaboration is essential, driving us to work effectively with schools and stakeholders to achieve shared goals. We embrace innovation, constantly challenging the status quo and exploring new ideas to deliver better outcomes. Integrity is the foundation of our work, ensuring that we act with openness, honesty, and respect. Striving for excellence inspires us to aim for the highest standards in everything we do, ensuring that our efforts create a meaningful impact. These values are reflected in the behaviours we expect from all team members, including a proactive approach to problem-solving, a commitment to continuous learning, and a readiness to take ownership of responsibilities.

Professional Development Opportunities

We are committed to supporting the professional growth of our staff. We provide access to relevant training and development programs, enabling team members to expand their skills and expertise. Staff are encouraged to take on new challenges and responsibilities, fostering growth that aligns with both personal aspirations and organisational goals. We cultivate a supportive environment that nurtures innovation, collaboration, and the sharing of best practices, empowering our team to thrive and succeed in their roles.

How to Apply

If you're ready to make a difference and contribute to the success of Schools North East, we'd love to hear from you. Please send your CV and a cover letter explaining how your skills and experience align with this role to recruitment@schoolsnortheast.com

We are committed to building a diverse and inclusive team. Applicants from all backgrounds are encouraged to apply.



Person Specification

A - Application; I - Interview; T - Task

Personal Skills and Qualities

- Excellent communication skills, both verbal and written (A, I, T).
- Innovative and creative, with the ability to articulate ideas, a proactive attitude, and a willingness to be hands-on (A, I, T).
- Collaborative and aligned with team and organisational values (A, I).
- Customer-focused, with a natural ability to build effective relationships (A, I).
- Strong organisational skills, with the ability to multitask, solve problems, meet deadlines under pressure, and pay attention to detail (I, T).
- Able to work effectively on your own initiative and as part of a team (A, I).
- Interest in and ability to quickly understand issues affecting schools (I).
- Highly motivated, target-oriented, and results-driven, with a desire to support education in the region (A, I).

Experience and Knowledge

- Experience or confidence in:
- Event sales and marketing (A, I, T).
- Generating event income, including sponsorships, media partnerships, and marketing (A, I, T).
- Working with a wide range of stakeholders (A, I).
- Developing, implementing, and delivering events (A, I, T).
- Running AV equipment at conferences or similar events (A, I).
- Liaising with event suppliers, such as venues and AV providers (A, I).
- Knowledge of virtual event software and technology (A, I).
- Procuring and managing event contractors, suppliers, and venues (A, I).

Desirable

- Knowledge of the education system and issues affecting schools in the North East (A, I).
- Experience with membership organisations, networks, or charities (A, I).
- Familiarity with event venues in the North East (I).
- 3+ years of relevant experience in delivering a successful events program, including end-to-end event management (A, I, T).

Attainment and Qualifications

Desirable Educated to degree level or equivalent in a relevant subject (A).