

Events Manager

Department:	Communications, Marketing and Recruitment
Grade/ Salary:	Grade 7, £43,036 - £47,952
Contract Type:	Permanent
Hours:	35 per week (Full time)
Location:	New Cross, London

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our [Disability & Individual needs](#) page. We are happy to supply information in alternative formats for applicants if required. Please contact hr-recruitment@gold.ac.uk to make your request.



Communications, Marketing and Recruitment Directorate

The Communications, Marketing and Recruitment (CMR) team plays a central role in telling the Goldsmiths story to our key audiences. Our CMR Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; and preparing students for the future job market).

The team covers internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, and UK and International recruitment. Colleagues are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student, colleague and external audience experience.

This role sits within the Marketing and Events team of the Directorate and includes the following areas of delivery: marketing, advertising recruitment, conversion, and graduation events.

Job description

Reporting to: Head of Marketing and Events

Reports: tbc

Summary:

The Events Manager is responsible for the successful delivery of Goldsmiths' expensive schedule of student events covering recruitment, conversion, campus tours and graduation presentation ceremonies. The post holder will be responsible for the planning, delivery and review of such events.

In this role, the postholder will work closely with the rest of the CMR Marketing and Events team to help organise, run, and develop central events. The postholder main objective will be to deliver a program of activities that enhances the university's profile with different audiences, including prospective students, graduating students, parents, guests, alumni, and strategic contacts.

The post holder will have expert knowledge of the processes associated with event management within an HE context, and excellent customer service skills.

The post holder will be responsible for the development, implementation and review of the following events and activities:

- Undergraduate on-campus open days
- Postgraduate on-campus open days
- Undergraduate virtual open days
- Postgraduate virtual open days
- Undergraduate applicant days
- Postgraduate applicant days
- Campus tours
- Graduation ceremonies

Main duties:

- To successfully deliver, project manage, and coordinate all aspects of the arrangements for the College-wide recruitment events which cover undergraduate and postgraduate students for Open Days;
- To successfully deliver, project manage, and coordinate all aspects of the arrangements for the College-wide applicant events which cover undergraduate and postgraduate students;
- To successfully deliver, project manage, and coordinate all aspects of the arrangements for the graduation presentation ceremonies (both on-campus and those held at external venues);
- To manage the student ambassador led weekly campus tour activities
- To liaise with both academic departments and professional services teams involved in the delivery of all events;
- To provide an excellent customer experience for all who attend an event;
- To recruit, train and manage student ambassadors employed to support any event;
- To provide reports on attendance at events and recommend methods of developing quality at events;
- To take full account of health and safety issues relating to all events and to ensure adequate risk assessment and mitigation is in place for each event;
- To assist the work of the wider Marketing and Events team;

- To use management information to support the development of events at the College;
- To manage the budgets for College events;
- On occasions you would be required to work long hours on occasions and undertake overnight stays, occasional weekend working to deliver an event of activities;
- You will be required to undertake any other duties as may reasonably be required
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy

Person Specification

Detailed below are the types of qualifications, experience, skills, and knowledge which are required of the post holder. Selection will be made upon evidence of best fit with these criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application, you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form

I = Interview

T = Test

C = Certificate

R = Reference

P = Presentation

	Category
Essential Criteria 1 - Qualifications	
A bachelors degree or equivalent	A, C

Desirable Criteria 1 - Qualifications	
An events professional qualification	A, C
Project management qualification	A, C
Essential Criteria 2 - Experience	
Demonstrable experience of event management	A, I, R
Demonstrable experience delivering Open Days or Graduation ceremonies	A, I, P
Experience of segmenting markets and developing successful marketing campaigns to target those markets	A, I, R
Evidence of commercial acumen and entrepreneurial drive, a pro-active approach and the ability to think and work strategically	A, I, R
Experience of managing external suppliers	A, I, R
Proven experience of reporting and conducting post-event analysis	A, I
Desirable Criteria 2 - Experience	
Demonstrable experience of delivering events for academic departments	A, I
Essential Criteria 3 – Knowledge	
Knowledge of the student journey within Higher Education	A, I, R, P
Desirable Criteria 3 - Knowledge	
Knowledge of the student decision making process within Higher Education	A, I
Essential Criteria 4 - Skills	
Excellent interpersonal skills in order to engage colleagues, at all levels, whose roles and background may not be attuned to events in order to advise them and/or secure their support and cooperation	A, I, R, P
Experience of managing and motivating staff	A, I, R
Familiar with the use and development of computer systems, including intermediate PC based Microsoft Word, Excel and Access and the ability to be self-serving with regard to day-to-day administration	A, I, R
Demonstrable project management skills	A, I, R
Ability to plan and organise own workload	A, I
Proven understanding of health and safety responsibilities, management of risk in events, holding large events and how to mitigate against risk.	A, I, R
Desirable Criteria 4 - Skills	
First aid training	A, I

Demonstrate ability to use a CRM System or Event Management Platform	A, I
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Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked before the first day of appointment.

For more information about the role, please contact Danielle Wedderburn e-mail d.wedderburn@gold.ac.uk.

Month May 24

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with comprehensive and innovative staff development and wellbeing programmes.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to University of London facilities such as [Senate House Library](#)

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about

Thank you for your interest in working with us, we wish you all the best with your application.