



ROLE DESCRIPTION

Job Title	Events Manager
Salary Band	SCP 44-50
Reporting to	Head of Corporate Affairs
Directorate	Corporate Affairs
Team	Events Team
Political Restriction	Yes

1. Primary Purpose of the Post
<ul style="list-style-type: none">• To successfully project manage, plan, coordinate, and execute a wide range of corporate events to support the LCRCA's objectives and enhance stakeholder engagement.• From conferences and policy launches to stakeholder meetings and community activities, the post holder will play a key role in ensuring the seamless execution of events that reflect our brand, values, and mission.
2. Your responsibilities
<ul style="list-style-type: none">• Event Planning: Lead the end-to-end planning process for LCRCA events, including defining objectives, developing event concepts, creating timelines, and managing budgets.• Corporate Affairs: Design insight led targeted corporate affairs face to face influencing initiatives with local, regional and national stakeholders including the mayor and government figures.• Management: Empower, mentor and manage an Events Officer, and work with wider teams within the LCRCA across multiple concurrent events.• Venue Selection and Logistics: Research and secure venues that align with event requirements and budget constraints. Coordinate logistics such as catering, audiovisual equipment, transportation, and accommodations.• Programme Development: Collaborate with internal stakeholders to develop event agendas, speaker programs, and entertainment options that align with event objectives and audience preferences.• Vendor Management: Identify and manage relationships with event vendors, including caterers, audiovisual providers, decorators, and transportation companies.



Negotiate contracts and ensure vendors deliver high-quality services within budget and timeline constraints.

- **Promotion and Marketing:** Work closely with communications colleagues to promote events through various channels, including email campaigns, social media, websites, and print materials. Develop compelling event messaging and collateral to attract attendees and generate excitement.
- **Registration and Attendee Management:** Implement registration systems and processes to efficiently manage attendee registration, ticketing, and check-in. Provide support and assistance to attendees before, during, and after events to ensure a positive experience.
- **On-Site Coordination:** Oversee all aspects of event execution on-site, including set-up, registration, speaker management, technical support, and attendee engagement. Troubleshoot any issues or emergencies that may arise during events.
- **Post-Event Evaluation:** Analyse feedback from attendees, sponsors, and stakeholders to identify event success and identify areas for improvement. Analyse event metrics, such as attendance, engagement, and satisfaction, to measure ROI and inform future event planning efforts.

3. General Corporate Responsibilities

- Support the implementation of our Corporate Plan and wider strategic priorities.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Promote and encourage continued improvement in service quality and efficiency.
- Participate in all aspects of training and development as directed to improve personal skills, effectiveness and efficiency of service delivery.
- To actively support the Combined Authority's commitment to Equality, Diversity and Inclusion and to promote non-discriminatory practices in all aspects of work undertaken.

4. Recruitment Plan

Competency Based Interview



PERSON SPECIFICATION

Job Title: Events Manager

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
A relevant public relations, events or engagement qualification or equivalent experience.	E	A/I
Experience and knowledge		
Proven experience in event planning and execution, preferably in a local authority, corporate or public sector setting.	E	A/I
Experience of working collaboratively with a range of colleagues and stakeholders to provide corporate engagement advice and activity, through highly developed interpersonal skills and demonstrated professional credibility.	E	A/I
Experience of leading the planning, sourcing, curating a wide range of engaging online and offline events supported by high-quality organised/catalogued content accessible online to the selected audience	E	A/I
Strong knowledge of data collection techniques and their use in measuring performance and impact in a marketing or communications environment	E	A/I
Experience of planning, sourcing, curating a wide range of engaging online and offline events supported by high-quality organised/catalogued content accessible online to the selected audience	E	A/I
Demonstrated ability to draft compelling content and deliver engaging events.	E	A/I

Skills and abilities	E = Essential D = Desirable	Identified By
Strategic thinking and problem-solving abilities, with a results-driven mindset to deliver excellent corporate events	E	A/I/P



Strong organisational and project management skills, with the ability to manage multiple projects simultaneously and meet tight deadlines	E	A/I
Excellent interpersonal skills, with the ability to build relationships and collaborate effectively with diverse stakeholders.	E	A/I
Proficiency in event management software	E	A/I
Willingness to work flexible hours, including evenings and weekends, to support event execution as needed.	E	A/I

Personal Attributes	E = Essential D = Desirable	Identified By
Ability to remain calm and composed under pressure and adapt quickly to changing circumstances.	E	I
Commitment to continued CPD	E	I

Key to Assessment Methods:

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment