

Job Description

Events Project Manager

£30K-£35K DOE + Benefits

Location: Leicester City Centre | Full Time

Summary:

We are seeking an experienced, passionate, organised and dynamic Events Project Manager to work across our portfolio of highly complex and multi-faceted regional, national and international events.

Working closely with all departments, you will be responsible for our client's events and projects from initial conception to final delivery and later review. As the company's lead on each event and our client's key point of contact, you will need to have a hands-on, yet strategic approach; be able to multi-task with conflicting priorities and demonstrate authority, industry knowledge and confidence in your planning and decision skills; delivering tangible results for our clients and ultimately, their customers.

You will have responsibility for the development, scheduling and implementation of multi-faceted events and projects, whilst balancing highly complex relationships and processes with clients, sponsors and stakeholders; to ensure that the company's contractual obligations are exceeded and delivered on-time and within budget.

We will provide you with the time, space, flexibility and support to deliver, develop and enjoy what you do!

Reporting Lines:

Reporting to: Projects and Events Director

Responsibilities – Project and Event Management:

- Effectively research, develop, schedule and deliver event plans for the company and its clients, for which you are allocated and responsible for.
- Cultivate relationships on behalf of the company and its clients to secure and meet the delivery, sponsorship and operational demands and contractual terms of each event.
- Be the lead authority on all events and projects for which you are designated; utilise resource and work with others in the team, ensuring effective planning and operational implementation, taking a hands-on approach as is deemed necessary to deliver the agreed requirements of each event.
- Oversee all aspects of your event's / project's development and its successful delivery.
- Hold responsibility for the development and delivery of all health and safety, data, advertising, information, management and operational protocols to ensure that all events are legally compliant and most importantly safe.
- Be pro-active in the continued cultivation of business and political relationships, partnerships and associated sponsors for each event.
- Ensure that the company's contractual responsibilities and obligations are delivered on-time and within budget for each event.
- Be the main point of contact for clients, sponsors, local businesses and public sector authorities, as required.
- Attend all event and company related meetings as required.
- Develop, cultivate, manage and be responsible for setting up meetings with clients, stakeholders, sponsors and partners generating agendas, action logs and minutes.
- Manage all related supply and distribution channels and contracts as needed in line with the requirements of each event / project.
- Present event / project concepts at local and national meetings, as is required from time to time.
- Monitor and report on progress against scheduled objectives to clientele, partners and sponsors.
- Create bespoke quotations for projects/events in line with budget for clients.
- Arrange and manage celebrity and political attendances, creating guidance notes and scripts where necessary, as may be required from time to time.
- Undertake all geographical, demographical, sectorial and topographical research as required to inform the development and delivery of each project.
- Keep project management software updated with live information – providing clients with a snapshot of delivery progress on a regular basis.
- Oversight and management of the ticketing pathway, event details, ticketing and associated logistics – along with all associated data – for events which you are responsible.
- Management of event / project feedback channels.
- Make use of effective digital tools to streamline planning and work processes.

Responsibilities – Marketing and Sales:

- In close liaison with the company's Marketing and Communications Manager, develop, agree and implement effective communication campaigns and strategies in order to pro-actively promote, market, sell, advertise and place the company, its clients and their events to maximum return, reach and impact, ensuring the achievement of designated targets.
- Work with the Company's Partnerships Director and Marketing and Communications Manager to continually forge sponsor, media, press, business and public sector partnerships and connections to support and fund the events for

which you are responsible and develop new prospects as is required, to deliver upon the company's terms.

- Build strong relationships with clients, sponsors and their associated stakeholders to align, promote and catalyse reach, placement, sales and return on investment.
- Work with the Marketing and Communications Manager to ensure applicable copy, graphics and design work for each event is scheduled and delivered on time and on budget for the company and its clientele.
- Innovate to find and exploit market placement opportunities for the company and its clientele.
- Work with the Marketing and Communications Manager to build relationships with 'reachable' Local, National and International Media (hard and digital – including Online, TV and Radio) to place the events for which you are responsible.
- With support from the Marketing and Communications Manager oversee the delivery of all promotional video production and event photography throughout all.
- With Marketing and Communications Manager collate post event statistical and economical analysis (for reporting and future marketing) where applicable.

Responsibilities – General:

- Represent the Company at client meetings, presentations, networking sessions and events as required.
- Actively promote the company and its activities across the array of stakeholders, business and political networks to enhance brand profile and create new opportunity and future prospects.
- Effectively lead, manage, support, coach, train; guide and motivate staff for whom you are responsible for.

Essential Criteria:

- 4+ years' experience in a Project Management role or similar.
- Exceptional project management, organisational, scheduling, time and delivery /implementation skills.
- Experience of building strong long-term relationships with clients at all levels of a business.
- Results and sales focused with an ability to effectively communicate and up-sell with an array of messages to a range of stakeholders.
- Experience of event management.
- An ability to demonstrate a personal approach with creative thinking, intuition and flair.
- Multi-task with conflicting priorities and time pressures.
- Ability to seek out and develop audiences and business prospects.
- Highly focused on 'detail'.
- Ability to lead, whilst working with others as part of a team.
- Willingness to travel to other areas of the UK/ abroad if necessary and work flexibly as projects require.

Desirable Criteria:

- Event, Marketing and/or Project Management related degree
- Prince2 Qualified
- Brand management and market placement experience.
- Strong digital knowledge with exceptional web, digital and social media skills.

- Good understanding of data processing, collation and use in line with the Data Protection Act 2018.
- Strong local, national and international business and political connections / relations and contact base.
- Experience of having worked across multiple business sectors.
- Experience of CRM and ticketing systems.
- Hold a full and valid UK Driving License.

Thank you for your interest in Associate Events, we hope to meet you soon...

Associate Events Limited is committed to Equal Opportunity in employment, and welcomes applications from all sections of the community.

No aspect, words or meanings contained within this Job Description / Advert form any part of a contract or guarantee of continued employment or associated terms between the company and the perspective employee.

/Contextualising the Job Description Above

/ About us

Formed in 2010, Associate Events (AE) is now a market leading events and brand management agency, that offers concept to delivery services in Events, Production, Brand Management and PR – our four pillars of delivery.

Under this suite of services, is a range of support services, including but not limited to, graphic design, social media management, venue sourcing, script writing, marketing, business development and visual design, event administration and technical delivery making Associate Events our clients' full-service agency.

/ Our People

People are our most valued asset. We believe in building a professional team of people with exceptional skills and experience who are dedicated to the success and growth of our business.

We want to select you because your attitude, background, experience, and professionalism will make you a vital player in this team and that you will be able to add great value to the progression of the company.

We recognise that you will aspire to develop and grow in your role and in your career with Associate Events (AE). In this regard we monitor the progress of all team members, ensuring they are given the necessary training and development opportunities, whilst operating an open, transparent and supportive dialogue with our team. We believe in providing a competitive remuneration package and in recognising and rewarding outstanding effort and performance.

We also know that successful teams will thrive when they have a modern, safe, clean, and efficient working environment supported by developing and quality systems. It is a fundamental AE aim to provide this facility.

/ Service Objectives

There are good reasons that our clients wish to use an agency like us. However, we measure our service delivery levels by checking we have met the following objectives:

- Exceeded the clients initial brief and their objectives?
- Enhanced their output beyond which they could have achieved themselves?
- Added value to the project and the client?
- Reduced 'Internal' pressures to allow our client to be free to focus on their vision and their own role?

/ Our Market

As our business continues to grow, form, mould, and shape, we need to understand our market and who are our clients are...

- Our Clients are businesses who deal in both B2B and B2C
- Our outputs are Events, Production, Brand Management, Marketing & PR
- All sizes & scales
- Meaningful objective-led comms and events

/ Sectors

Some agencies work only within niche markets, but as AE has grown, developed and diversified – we have identified that our ‘core areas’ of work fall under the following sectors and we continue to try and concentrate our efforts here:

- Technology
- Sustainability
- Community
- Impact
- Leisure
- Professional Services
- Property and Construction

/ Our People

We are a labour intensive and people led organisation – you are our business and you come first. We spend more time at work in a year than we do at home, and so for us having a team of like-minded people, is not only great for the business, the environment in which we work but also for those that work with us too. We believe that our people persona is reflected in the words below:

- Creative
- Dedicated
- Ambitious
- Results Focused
- Fun
- Professional
- Working to support both AE and our clients alike
- Aiming to add 5 times their salary / 5 times efficiency savings to AE p.a.