

# Job Description - Event Manager

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Reports to: Assistant Director Events and Operations

Grade: D

Location: Leeds

## About NHS Confederation

The NHS Confederation is a membership body that brings together and speaks on behalf of all organisations that plan, commission and provide NHS services and the events portfolio is a major part of the NHS Confederation's extensive programme of commercial activities which play a critical role in generating income for the organisation.

The Events Manager will project manage a range of events within NHS Confederation's event portfolio. The events portfolio is a major part of the NHS Confederation's extensive programme of commercial activities which play a critical role in generating income to support the organisation. The events manager will be responsible for the delivery of the national event programme.

## About the Role

Reporting to the Assistant Director of Events and Operations, the post holder will be responsible for the management and delivery of the organisations event portfolio and using expertise knowledge and skills to lead and manage the teams commissioning the events.

The post holder will need to build strong relationships across the organisation, employing expertise knowledge, effective negotiating and influencing skills to ensure that all relevant parties are engaged in the event management process, planning and delivery of events. This includes working with the commercial team to maximise income streams for events.

The post holder is responsible for managing multiple budgets of up to £200k per event and will deliver 35-40 events per year.

You will work closely with colleagues from multiple departments and Networks to project manage, plan and execute a diverse range of events organised by the NHS Confederation and NHS Employers throughout the year.

# Responsibilities

## Project management

- Project manage, plan and execute a diverse event portfolio of 35-40 events per year, on time achieving the aims and objectives within the agreed event budgets, upholding the standards and reputation of excellence associated with all NHS Confederation events.
- Managing and delivering the end-to-end event logistics across the full spectrum of formats including in person, virtual, webinars, meetings and hybrid. These can range in scale from 10 attendees to large scale events (e.g. 600 plus attendees).
- Successfully lead on multiple concurrent projects and project manage the teams actions within the delivery of the entire event planning process, ensuring clear lines of communication and effective delivery of the event.
- The scope of the role will vary according to the size and requirements of each event, to include but not limited to managing the:
  - Coordination with teams and stakeholders to understand their event requirements and ensure all details are captured.
  - Setting the project plan and driving project deadlines, often working to tight timelines and schedules.
  - Managing full delegate registration and logistics.
  - Delivering full event logistics.
  - Researching and recommending external venues.
  - Source and manage event suppliers including venue selection, catering, audiovisual equipment, transportation, and accommodations.
  - Speaker management including serving as the main point of contact for speakers, creating logistical session briefings for conference sessions and manage speaker expectations during events.
  - Manage health and safety efforts for in person events and ensure all risk assessments are in place and implemented.
  - Supporting the communications team through the event marketing process, including content creation for delegate materials to maximise the delegate experience.
  - Manage and lead on all on-site event delivery, acting as the main point of contact for all stakeholders and troubleshooting any issues that may arise.
  - Conduct post-event evaluations to gather feedback and identify areas for improvement.
- Use expertise and knowledge to create pricing strategies to maximise income for projects and effectively manage event budgets, including budget creation and management, new supplier processes, invoices, and comprehensive reporting on bookings and overall income vs expenditure.
- Financial responsibility for managing multiple event budgets (up to £200k per budget), controlling costs and ensuring events achieve expected financial outcomes.
- Following the procurement process source and lead on negotiating and liaising with external suppliers and contractors to get the best value for money and maximise the level of service the organisation receives. Including managing tender processes and relationships.
- Collaborate with the commercial team and programme teams to fulfil sponsor contracts, working with the commercial team to ensure we deliver all onsite expectations of our key sponsors. Including exploring ideas for income sources within events and identifying opportunities to reduce event costs.
- Work collaboratively with the wider events and commercial team on delivering all events. Including assisting colleagues across the team with onsite support at events.
- Use expertise and skills to influence key decisions along the project timeline that will affect the outcome of the event.

- Identifying innovative ways to make events more sustainable aligning to the NHS Confederations Sustainability goals.
- Identifying solutions to deliver high quality events in a challenging climate, including decreasing budgets, more complex requirements and greater stakeholder involvement.

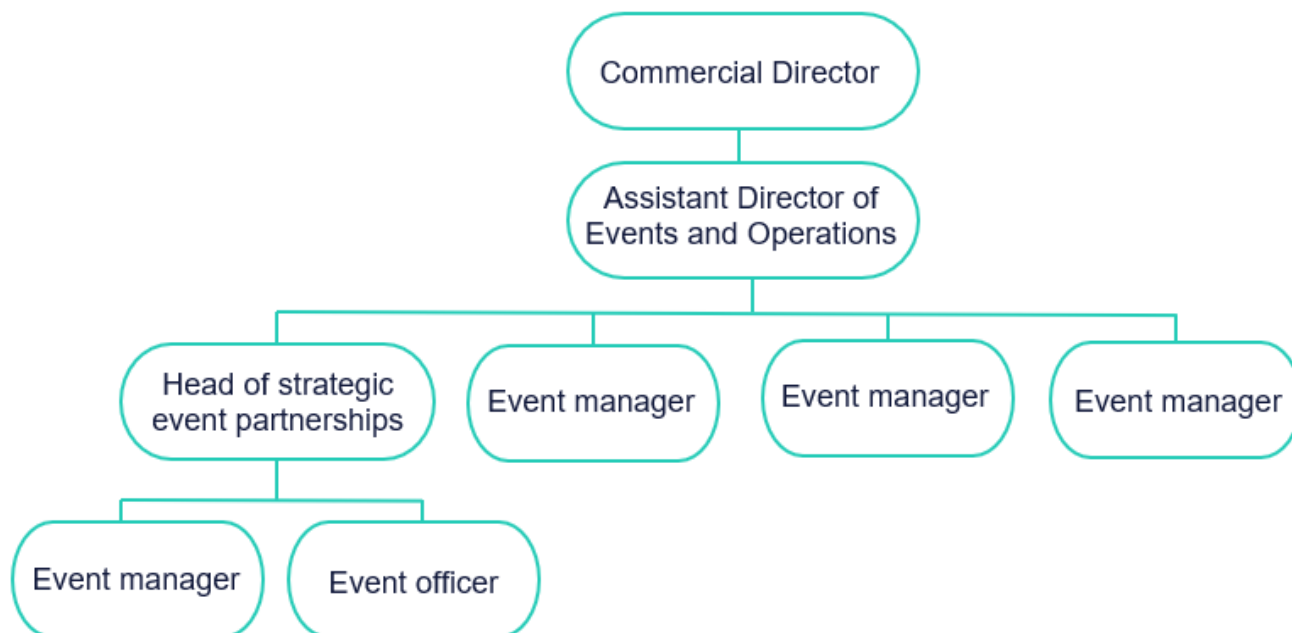
## **Stakeholder management**

- Build and developing strong relationships with networks and teams across the NHS Confederation.
- Work proactively to understand team event priorities and objectives, establishing relationships and understanding audiences.
- Supporting internal team members to ensure their tasks are delivered in line with the event project plan.
- Successfully managing internal relationships to enable the smooth project management and delivery of all events.
- Monitor progress against targets and engage and consult relevant stakeholders on key decisions.
- Update project team and key stakeholders on progress.
- Provide professional events guidance and support to internal teams to manage the planning of their in person and online events, conferences and workshops, in accordance with policies and in the most cost-effective way.

## **General**

- Support the Assistant Director of events and operations with expertise and advice on continuously enhancing and improving event processes and documentation and participate in key decision-making for future projects.
- Using expertise and knowledge to come up with creative ideas to enhance the event experience.
- Regularly contributing to team meetings and planning days to ensure a well-balanced event portfolio.
- Stay updated on industry trends, bringing fresh ideas and innovation to our events.
- Exploring new ideas for income sources and cost reductions in events.

## Structural Chart



## Person Specification

### Essential criteria

1. Minimum of 3 years working on event management and logistical delivery
2. Experience in delivering national events in excess of 100 delegates
3. Ability to project/programme manage multiple concurrent projects with conflicting deadlines and pressures
4. Proven ability to liaise with external suppliers, contractors and stakeholders, showcasing strong communication skills at all organisational levels.
5. Ability to work in a high-pressured environment in a busy team
6. Demonstrable financial management skills and experience of managing budgets in excess of £15k per event (up to £200k per year). Ability to quickly and accurately re-forecast projects in the face of changing circumstances
7. Experience of working with a CRM and/or an event management system including virtual event platforms
8. Good practice in event management and delivery of events
9. Ability to negotiate and influence effectively
10. Proficiency in IT skills, particularly software applications, databases and online platforms

### Desirable criteria

1. Experience working on commercial events
2. Experience of delivering virtual and hybrid events including knowledge of platforms and skills in building virtual event platforms.
3. Knowledge of the Health sector