JOB DESCRIPTION

Job Title:	Senior Events Assistant	Grade:	SG4
Department:	Communications and Recruitment Directorate (Student Recruitment & Events Team)	Date of Job Evaluation:	July 2021
Role reports to:	Events Manager		
Direct Reports	None		
Indirect Reports:	None		
Other Key contacts:	Events Officer Events Assistant UK Student Recruitment staff Faculty events and marketing leads		
This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.			

PURPOSE OF ROLE:

An exciting opportunity to work in dynamic environment within the Communications and (student) Recruitment Directorate. The post holder will provide support to the Student Recruitment Events Team in the planning, coordination and execution of events aimed at recruiting new students and converting offer holders to confirmed students. This includes supporting Open Days, physical, virtual and hybrid events. The role will include some required weekend and evening work. Specific tasks include:

- Work in partnership with the other teams across the directorate to assist with the planning and effective delivery of student recruitment events.
- On the day supervisory support at Open Days, recruitment and conversion events.
- Administrative tasks such as updating project schedules, coordinating Facilities Management, catering requests and event set-up.
- Setting up events within events data capture software (Gecko/Cvent and virtual webinar and event platforms such as Zoom.
- Supporting the creation of emails including coordination of content, editing copy and images and proofing
- Administrative tasks related to managing the database such as updating data sets and cleansing data
- Assisting with the management of data including data imports, exports and manipulation of data within excel
- Reporting on event performance pre and post event within a timely manner.
- Assisting the Events manager and Events Officer
- Reviewing and reporting on competitor events and making recommendations.
- Other ah hoc tasks as necessary to assist with the Directorates goals; for example, Clearing support.

The role is for someone with initiative, drive and someone looking to develop and perfect their skills.

KEY ACCOUNTABILITIES:

Team Specific:
- To provide logistical support to the Events team
- To contribute to the delivery of high-profile events, from planning to execution and subsequent analysis in order to raise brand awareness
- Work with a variety of internal / external stakeholders
- Creation and delivery of event collateral and marketing materials
- Measurement of success of events is that they should persuade different audiences to change decision behaviour to the commercial advantage of the university
- Support the development and delivery of communications

Generic:
- Must possess an understanding of the planning and delivery of student recruitment/ marketing events
- Brand style: be aware of it to ensure verbal marketing messages offered at events are coordinated to promote the brand
- Have a general understanding of the various disciplines which make up the rest of the Communications and (student) Recruitment Directorate (e.g., the Content Team, Digital Team and International Office)
- Must be able to demonstrate an understanding of using technical systems to support student recruitment and marketing (e.g., CRM systems, event management systems etc.)

Managing Self:
- Work to deadlines and project schedules
- Conduct research and identify new sources of information
- Have a proactive approach
- Manage own time and daily work tasks
- Work independently and as part of a team
- Ensure the Events Manager & Events Officer are updated regularly as agreed on progress against tasks
- Any other duties appropriate to the post and grade

Core Requirements:
- Adhere to and promote the University's policies on Equality and Diversity and Information Security;
- Ensure compliance with Health & Safety and Data Protection Legislation;
- Support and promote the University's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the

shared responsibility of minimising the university's negative environmental impacts wherever possible.

Additional Requirements:
- Must be willing to embrace the shared values and required behaviours of the Communications and Recruitment Directorate staff (Inclusive, collaborative, impactful)
- Must have effective communication skills both verbal and written to ensure that effective partnerships are forged and maintained using appropriate communication which is understood by all parties
- Must be able to understand and resolve issues as they arise

KEY PERFORMANCE INDICATORS:

To build and enhance the reputation of the University of Greenwich, positioned as the best modern university in the UK.

To work with our students, staff and partners to deliver an inclusive, collaborative and impactful recruitment strategy that maximises new student enrolment revenue in line with annual projections and the access and participation plan

KEY RELATIONSHIPS (Internal & External):

Communications and Recruitment Directorate staff
Student Ambassador Team
Facilities Management staff
Information and Library Services staff
External suppliers

PERSON SPECIFICATION	
Essential	**Desirable**
Experience • Background knowledge of events management and/or student recruitment and interest in working in this professional area • Experience of analysing data and working with large datasets.	**Experience** • Some experience of working within a Student Recruitment / Marketing / Events role would be advantageous • Experience of working at Events • Experience of working in an office environment

- Experience of working to deadlines and managing own time.

Skills

- Excellent verbal and written English communication skills
- Analytical skills and excellent attention to detail
- Strong interpersonal skills
- Microsoft Office suite to intermediate level including excel
- Strong copy skills (spelling, grammar, proof-reading)
- Good team working/ organisation skills and an ability to work accurately and effectively under pressure.

Qualifications

- Recent degree or equivalent level 6 qualification

Personal attributes

- We are looking for people who can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity

Skills

- Knowledge of events management software
- Project management experience
- Experience with working on a virtual events platform
- Basic photoshop and/or in-design

Qualifications

- Graduate of the University of Greenwich

Personal attributes

- N/A