JOB DESCRIPTION
Deputy Head of Events, Stakeholder Relations and Events
Vacancy Ref: A2312

<table>
<thead>
<tr>
<th>Job Title: Deputy Head of Events</th>
<th>Present Grade: 8</th>
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<tbody>
<tr>
<td>Department/College:</td>
<td>Stakeholder Relations and Events, Communications and Marketing</td>
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<tr>
<td>Directly responsible to:</td>
<td>Head of Stakeholder Relations and Events</td>
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<td>Supervisory responsibility for:</td>
<td>Events Manager (Graduation), Engagement Officer, Graduation and Events Assistant, Casual Staff</td>
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Other contacts

**Internal:** Vice-Chancellor’s Office (inc. Senior Officers), Academic Departments and Faculty Offices, College Principals and Administrators, Professional Services Staff, Students, Academic Staff; Internal service providers

**External:** Senior external stakeholders, including VIPs and other advocates, Honorary Graduates, Lay Council members, civic representatives, alumni and donors, business and community organisations; UK and Overseas Partner Institutions (inc. Senior Officers); Suppliers

Job Purpose
- The Deputy Head of Events will lead the delivery of the University’s events programme (ceremonial, corporate and public engagement), in support of the Head of Stakeholder Relations and Events
- They will have lead responsibility within the Stakeholder Relations and Events team for developing and delivering the University’s public events programme, in line with best practice guidelines and to support research impact and public engagement
- The post holder will lead and manage the events team and multi-disciplinary teams from across the University to deliver the events programme, ensuring all events and associated communications enhance the University’s profile with key stakeholder groups (including graduating students, parents, guests, alumni, University stakeholders, general public)

Major Duties

**Corporate Events**
- Lead and manage the events team to ensure the effective planning, resourcing and delivery of the annual events programme (ceremonial, corporate and public engagement), with around 20,000 attendees each year, ensuring events achieve agreed outcomes, promote the University's reputation, and are delivered to time and budget
- Lead on arrangements for VIPs and senior University staff associated with the corporate events programme, including management of Honorary Degree recipients, graduation lunches, preparing briefings and providing advice and guidance on etiquette and protocols
- Ensure the highest standards of delivery for all events activities, underpinned by effective and efficient processes and systems
- Evaluate, review and develop the corporate events programme in line with organisational needs and to drive continuous improvement
- Lead on the development of communications materials and content for corporate events, ensuring all event materials and content inspire interest and engagement, are in line with brand guidelines and reflect agreed institutional messages
- Be an event expert, providing advice and guidance to embed good practice in event delivery across the organisation, including internal training, maintaining the events toolkit and templates
- Manage the institutional Events Calendar and events web presence, ensuring high quality content
Ensure all events are delivered in line with statutory duties, including health and safety, risk assessment, equality and diversity, data protection
Contribute to the development and delivery of overseas ceremonies, in line with University policy

Public Events Programme
- Develop and deliver public and community engagement events in support of University strategic objectives and in line with sector good practice in public engagement:
  o Deliver the annual public events programme (currently includes the public lectures programme and an annual major community engagement activity).
  o Manage the nominations process for the public lectures programme, working with the Public Lectures Steering Group to select and identify speakers and topics and develop content with strong public appeal.
  o Work closely with academic contributors to secure buy-in and shape lectures and engagement activities which achieve desired aims and are engaging to a general audience
- Be a source of expertise and advice on public engagement activities, drawing on sector good practice such as National Centre for the Co-ordination of Public Engagement (NCCPE)
- Plan and manage a systematic approach for the collection and analysis of quantitative and qualitative data relating to the impact of the public engagement activities, feeding into institutional benchmarks, such as HEBCI

Resources
- Appoint and manage service providers in line with University procurement guidelines and to achieve high quality service and best value
- Support the Head of Stakeholder Relations and Events in establishing and managing budgets.
- Responsible for the oversight and practical regulation of specific elements of the events budget

General
- Recruit, manage and develop the Events team, including setting objectives and targets and monitoring performance utilising relevant University policies and procedures
- Develop effective relationships with colleagues across the University (senior management, Communications and Marketing and other Professional Services divisions, faculties and departments, LUSU and Colleges) to ensure successful delivery of activities and maximise opportunities
- Deputise for Head of Stakeholder Relations and Events as required
- Represent the Stakeholder Relations and Events team and Lancaster University through HE sector professional networks, at conferences and other external events
- Any other duties related to the post as determined by the Head of Stakeholder Relations and Events