



JOB DESCRIPTION	
Job title: Head of Events (maternity cover)	Accountable to: Director of Development
Contract length: Maternity cover (Minimum 10 months contract - starting January 2023 or as soon as possible)	Hours per week: 35
Salary: £48,534 – £58,474	Grade: 6
Service: Development, Social Purpose	Location: High Holborn
About UAL and the Events Team <p>UAL has a world-class reputation and is made up of 6 equally renowned Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts. For the fourth year running, University of the Arts London (UAL) has been ranked second in the world for Art and Design in the QS World University Rankings®.</p> <p>This is an exciting time to join the university, as we recently launched our new 10 year strategy – The World Needs Creativity – to deliver our social purpose in a changing world. Key to delivering the strategy will be UAL’s first ever fundraising campaign, which aims to raise at least £50million for student support, academic excellence, social impact, and capital projects, such as the new London College of Fashion and London College of Communication campuses.</p> <p>The Events team within the UAL Development Department supports these objectives by delivering a programme of high-level cultivation and stewardship events for external audiences, designed to foster meaningful relationships between UAL and its friends, donors and external stakeholders. The team also provides a hub of event management expertise within the central University and across Colleges, supporting wider institutional strategic priorities that sit across Colleges, such as Executive Board events, Institute activities and Graduation ceremonies.</p>	
What is the purpose of the role? <p>The Head of Events will take lead responsibility for events strategy and delivery within the Development department at UAL, working closely with fundraising colleagues, as well as supporting other university departments with high-priority events, including delivery of our summer graduation ceremonies.</p> <p>The Head of Events is also a senior authority on event best practice and policy across UAL and its six constituent colleges, coordinating efforts to streamline processes and procedures in partnership with colleagues across UAL and the established Events Forum.</p> <p>With our fundraising campaign plan recently being approved, the Head of Events will work with the Director of Development, the Head of Campaign and other senior colleagues to lead on the planning, development and implementation of events in support of UAL’s first-ever comprehensive fundraising campaign, which is expected to deliver a £50 million fundraising target to support UAL’s strategic priorities. Development’s recent cultivation and stewardship events have included the annual President’s Reception and Scholars’ Celebration, ‘meet the artist’ studio visits, panel discussions, dinners, exhibition private tours and donor site visits.</p>	

The Head of Events will have significant experience in events management, both strategy and delivery. The successful candidate will also be an excellent relationship-builder, comfortable with operating at a senior level, and ideally with experience of working alongside a fundraising department in the education, arts and culture, or wider charitable sectors. In addition to the delivery of events, the Head of Events will have a vital role in coordinating activity with our established college events teams and developing best practice in UAL-wide events management and evaluation.

Duties and Responsibilities

Events Strategy and Advisory

- To continue the development and implementation of a long-term strategic events programme in support of Development priorities and the Campaign plan.
- To work with fundraising colleagues on targeted audience engagement plans for events with a view to cultivating new audiences.
- To establish measures for the success of our events, develop suitable mechanisms for measuring progress, and work with colleagues to ensure these targets are met.
- To support and provide expert advice to other university departments as appropriate.

Events Delivery

- To ensure successful delivery of all events on behalf of the Development department, and other teams as appropriate.
- To oversee the successful delivery of 2023 Graduation ceremonies, alongside the Graduation working group.
- To meet measures of success for events as determined in association with relevant stakeholders.
- To ensure all audiences have a positive experience of UAL events.
- To work with Events and Development Operations colleagues to ensure appropriate data management in relation to events, with a view to using the data strategically to inform forward programming.
- To ensure all events organised are compliant with other relevant standards, such as those relating to health and safety and event policies, in close consultation with colleagues.
- To work with colleagues to establish appropriate budgets for individual events and events programmes, operate within such budgets and, where appropriate, make cost savings with suppliers.

Relationship-building and Coordination

- To build strong relationships with senior colleagues and other events teams across UAL to ensure the successful delivery of events.
- To build strong relationships with Estates, Facilities and Catering colleagues to support events delivery on the UAL estate.
- To build strong relationships with external venues and suppliers to support our events.
- To operate as a focal point for best practice in events management within UAL, including coordination of events activity, synchronisation of booking systems, standardisation of events evaluation, and so on.
- To ensure senior team are properly briefed for each event, such as the President & Vice-Chancellor, members of Executive Board, or the Board of Governors.

Team management

- To line manage the Events Manager, providing support as needed and development opportunities.
- To oversee the work of the team overall (including the Events Officer, managed by the Events Manager) and ensure output is of the highest quality.

- To assign event responsibilities in conjunction with the Events Manager and continually monitor resource levels in the team to ensure expectations and deliverables are realistic.

General

- To perform such duties consistent with your role as from time to time may be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To personally contribute towards reducing the University's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships

- Director of Development
- Development Department (Campaign, Major Gifts, Development Operations, Trusts and Foundations, Partnerships, Development Managers, Alumni Relations)
- Graduation Working Group and Steering Group members (Academic Registrar, Awards, Communications, Governance)
- College-based Events teams
- Social Purpose Group: Chief Social Purpose Officer, Associate Directors of Communications, Policy & Advocacy and Brand, Institutes
- Other central functions, such as Finance, Estates, Catering.
- External venues and suppliers

Specific Management Responsibilities

Budgets: Development Events team budget, plus oversight of individual event budgets that sit outside of Development (e.g. Graduation)

Staff: 1 x Events Manager (direct line management), 1 x Events Officer (managed by Events Manager)

Other: None

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> - University degree, equivalent qualification, or suitable professional experience - Knowledge of events management, ideally operating within the education, arts, cultural or wider charitable sectors - Knowledge of fundraising, including understanding of donor needs and priorities
Relevant Experience	<ul style="list-style-type: none"> - Significant experience of events management, both delivery and strategy setting - Experience of devising an events programme with colleagues, setting and meeting objectives for a programme of events - A demonstrable understanding of the creative arts and creative industries - Strong organisational and management capabilities - Able to set and meet realistic budgets for events delivery - Experience of working with Raiser's Edge or similar database
Communication Skills	<ul style="list-style-type: none"> - Excellent communication skills - Ability to build strong relationships with a wide range of people, including at the most senior level
Leadership and Management	<ul style="list-style-type: none"> - Motivates and leads staff members effectively, setting clear objectives to manage performance - Ability to manage wider processes outside of direct line management responsibility through relationship-building and influence
Planning and Managing Resources	Effectively plans and manages operational activities or large projects to achieve long-term objectives
Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross-team collaboration

Creativity, Innovation and Problem Solving	Identifies innovative solutions to problems to bring a wider benefit to the organisation
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Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: October 2022