

### **Job Description**

**Events Content Producer**

Title of Post: Events Content Producer

Section: Marketing, Communications and Brand

Reporting to: Group Director PR, Communications and Marketing

Grade: SO2

Hours: 36 hours per week, 52 weeks per year

Location: Harrow, Richmond, and Uxbridge

## **MAIN SCOPE OF POST**

The Events Content Producer will help to tell the story of Harrow, Richmond, and Uxbridge College (HRUC) and its innovative brands. The producer will design and support the delivery of events to engage a complex network of internal and external audiences.  These events will be sector leading in their quality with peerless standards in communication, engagement, and community building, managing events and experiences, media relations and public affairs.  The Events Content Producer will enable our college to use and build on its portfolio of events (from open days, to student awards, business breakfasts, national launches), to showcase the best of our extraordinary student work, research and innovation, employer engagements partnerships and community projects.

**DUTIES:**

**Duties and Responsibilities**

1. To provide comprehensive events management support across our colleges - telling the story of our brands, through open days, exhibitions, talks, briefings, performances, and immersive events. Ensuring all our events are of a consistently high standard and engage our students, staff and guests.
2. To ensure our events and open days embrace new technologies and immersive opportunities. Ensure that our events are positioned as innovative and stimulating experiences, and support our wider strategic objectives for growth and brand building.
3. To project manage both small and large-scale events from start to finish using excellent organisational and project management skills and creating and using agreed documents and forms.
4. To monitor Events resources and budgets
5. Sourcing competitive quotes and researching the best suppliers, including venues for quality and price. Liaising with all suppliers including external partners and venues to ensure the best service and successful delivery for each event.
6. To work collaboratively with event stakeholders across the College to deliver events which achieve their aims and objectives.
7. To plan on-site logistics which ensure the best experience for our guests as well as always following and enforcing health & safety procedures.
8. To liaise with communications, marketing, and branding colleagues to ensure the best and most suitable promotion for each event. Leading on scheduling and coordinating with necessary teams on timings for invitation design, communications, and media relations activity.
9. To identify opportunities for engagement at external events, business expos, careers fairs, and exhibitions so that HRUC connects with a range of establish stakeholders, and new audiences.
10. Create event schedules and brief all necessary teams including staff, beforehand and on-site to ensure teams are working well together and the successful delivery of the event.
11. Working closely with the Events Assistant and teams to ensure systems are accurate and guest relationships maintained effectively; liaising with relevant departments and ensuring the broadest range of potential audiences are considered, directing research where necessary.
12. To write extensive evaluation reports – collate feedback from all necessary teams following debrief meetings and sets out future recommendations.
13. To proactively be aware of anything that could cause risk to the College's reputation and escalate any concerns to senior leaders.
14. To be available to work events that may fall outside of your working hours. When required, taking the lead on-site and doing all that is required to deliver a successful event. Providing the best customer service to our guests.

**Safeguarding Children and Vulnerable adults**

* Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required.
* Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate.

**GENERAL**

* Be aware of, and comply with, legislations/competence standards relevant to the work of the Executive team.
* Understand and comply with all college policies, including the Policy to promote Equality of Opportunity
* Be conversant with Health and Safety and Safeguarding requirements
* Participate in the Staff Learning and Development, Review and Appraisal Scheme.
* Undertake such duties and/or hours of work as may reasonably be required of you, commensurate with your grade and general level of responsibility, at your main place of work or at any other.
* To carry out all other duties as may be reasonably required.

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| **Further Education is an ever-changing service, and all staff are expected to participate constructively in College activities and to adopt a flexible approach to their work. This job description will be reviewed annually during the appraisal process and will be varied in the light of the business needs of the College.** |

**Events Content Producer – Person Specification**

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|  | Essential | Desirable |  |
| **Qualifications** |  |  |  |
|  Good level of education (for example – in events or event marketing or a similar degree in a related field, or equivalent experience) with strong evidence of continuous development in events and event management | **ü** |  | AF/Cert |
| **Knowledge, Skills and Experience** |  |  |  |
| At least 3 years’ experience working in a complex events management or events delivery environment | **ü** |  | AF/IV |
| A qualification in Project management methodologies e.g., Prince2 or Agile PM |  | **ü** | AF/IV |
| Excellent organisational and event project management skills | **ü** |  | AF/IV |
| Ability to prioritise a busy and complex workload effectively | **ü** |  | AF/IV |
| Ability to meet targets and deadlines | **ü** |  | AF/IV |
| Ability to build and maintain excellent working relationships with internal colleagues and external stakeholders | **ü** |  | AF/IV |
| Good IT skills, including working knowledge of Microsoft Office software including Teams and Outlook, and experience with systems/databases | **ü** |  | AF/IV |
| Ability to maintain accurate records | **ü** |  | AF/IV |
| Excellent written communication skills | **ü** |  | AF/IV |
| Ability to communicate effectively and professionally with others, in person and over the telephone | **ü** |  | AF/IV |
| Excellent customer service skills | **ü** |  | AF/IV |
| Excellent attention to detail | **ü** |  | AF/IV |
| Understanding of the importance of confidentiality | **ü** |  | AF/IV |
| Understanding of the importance of Equality and Diversity and Safeguarding in education | **ü** |  | AF/IV |
| Excellent literacy and numeracy skills | **ü** |  | AF/IV |
| **Personal Attributes** |  |  |  |
| Ability to communicate effectively with people at all levels in an organisation | **ü** |  | AF/IV |
| Ability to work under pressure in a fast-paced working environment | **ü** |  | AF/IV |
| Ability to work unsupervised and use own initiative | **ü** |  | AF/IV |
| Ability and willingness to work at other College campuses (Uxbridge, Harrow, Hayes and Richmond) if/when required | **ü** |  | AF/IV |
| Willingness to work flexibly when required | **ü** |  | AF/IV |

\*\*Evidence of criteria will be established from:

AF = Application Form

IV = Interview

T = Test (Micro-teach/Skills test)

Cert = Certificates checked at interview/induction