

### Job Description

<b>Job title:</b>	<b>Supporter Events Officer</b>
<b>Department/School:</b>	<b>Advancement Office</b>
<b>Grade:</b>	<b>6</b>
<b>Location:</b>	<b>University of Bath premises</b>

#### Job purpose

Working closely with the Events Manager, Events Assistant, Associate Director – Supporter Engagement and individual members of the Advancement Office (AO) team, the post-holder will manage, implement and coordinate a comprehensive and innovative programme of alumni engagement, cultivation, stakeholder and donor relations events targeted to meet departmental engagement objectives and deliver on philanthropic priorities.

The post-holder will be experienced in strategic, bespoke event delivery. They will focus primarily on events with small to medium audiences with key supporter engagement and fundraising objectives.

The post-holder will be experienced in working with high net worth, influential and high-profile individuals, and accommodating associated protocol.

The post-holder will work with AO relationship managers to develop an understanding of major gift fundraising and identify opportunities that will engage existing and potential supporters, helping to unlock significant levels of philanthropic income.

The post-holder will be responsible for all aspects of event planning and delivery, including capturing and articulating desired outcomes, developing a detailed delivery plan, sourcing and booking, liaison with suppliers, coordinating invitations by post and email, supervising staff involved with event delivery, preparing briefing notes, conducting risk assessments, briefing senior colleagues, managing budgets, evaluating event delivery and reporting on proposed future improvements.

The post-holder will support the wider events team in the delivery of large-scale fundraising and engagement events as required

The role will primarily cover in-person/physical events, with some virtual events, and may involve some domestic and international travel.

**Source and nature of management provided**

Reports to Events Manager.

**Staff management responsibility**

No direct reports.

**Special conditions**

The nature of the role will require a reasonable degree of flexibility about working pattern. This will include work at weekends and in the evening for which TOIL will be provided. TOIL to be taken with agreement of post-holder's line manager.

**Main duties and responsibilities**

<b>1</b>	Engage University supporters by leading on the planning and delivery of high priority reoccurring and one-off events that lead to sustainable philanthropic outcomes.
<b>2</b>	<p>Deliver exceptional events through effective and efficient event management, planning and organisation, to ensure a high-quality experience for supporters:</p> <ul style="list-style-type: none"><li>- manage the planning and successful delivery of events, managing all logistical arrangements for high profile events in various formats. To include receptions, dinners, networking events, lectures. Events will take place in Bath, other locations in the UK and overseas.</li><li>- ensure the adoption of best practice across the Events Team and play an active role in ensuring that there is a consistent drive for efficient and effective procedures and ways of working across the Events Team.</li><li>- contribute to the planning of the Events team workload making recommendations as appropriate.</li><li>- ensure that events adhere to all legal requirements and follow University policies.</li><li>- ensure that events involving high-profile supporters and exclusive venues are delivered following necessary protocols.</li><li>- manage staff and volunteers at specific events. Advise and gain the support of others (e.g. staff, contractors, external contacts) to ensure the successful delivery of the events programme.</li><li>- anticipate and rectify any potential conflicts that could impact the delivery of events on timely basis.</li><li>- Deliver high quality events, upholding the reputation of the department and University.</li><li>- Prepare all forms of event communications, including website, print and digital invitations and mass email communications. Confidently deliver audience appropriate content.</li></ul>
<b>3</b>	<p>Liaise effectively and develop supportive working relationships with other functions of the Advancement Office (AO) Team:</p> <ul style="list-style-type: none"><li>- play an active role in the wider events team, to support the delivery of large-scale events and activities, to ensure that high priority events are delivered to an</li></ul>

	<p>exceptional standard.</p> <ul style="list-style-type: none"> <li>- work closely with the communications team, managing event communications and promotion including writing and managing content for electronic and print media. Ensuring that content is engaging, relevant, attractive and appropriate for the target audience.</li> <li>- manage and input event information and constituent data onto AO's CRM, Raiser's Edge, and work with the Advancement Services team to carry out event reporting and analysis to evaluate events and make recommendations on future activities.</li> <li>- work with MG fundraisers and University departments to collate and maintain a portfolio of engagement opportunities suitable for senior, influential individuals, such as governance roles, advisory board membership and key-note speaker opportunities, ensuring that the opportunities are accessible and well managed.</li> <li>- participate in Supporter Engagement Team and other departmental meetings, actively contribute to and support the work of the broader team.</li> <li>- present at University-wide meetings/project/working groups as requested by AO's senior team, to represent the Department and inform and influence decisions made. Follow up and report back as appropriate and required.</li> <li>- diagnose and resolve problems and challenges collaboratively and transparently and know when to seek advice and work with senior team or others to find appropriate solutions and/or options</li> </ul>
<p><b>4</b></p>	<p>Deliver excellent customer service to the University and its communities:</p> <ul style="list-style-type: none"> <li>- recruit and liaise with senior officers of AO and the University, leading volunteers and other senior stakeholders, who are acting as hosts and/or speakers, ensuring that they are fully and appropriately briefed by leading briefing sessions where appropriate.</li> <li>- respond to internal and external event enquiries, both routine and non-routine, to make sure stakeholders have a satisfactory response to questions in a timely manner.</li> <li>- provide advice across AO team regarding best practice in events management, keeping abreast of higher education sector changes and developments.</li> <li>- provide high level advice and ensure compliance with University policies and procedures, Data Protection and all relevant legislation to maximise customer service delivery.</li> <li>- deputise for the Events Manager as required.</li> </ul>
<p><b>5</b></p>	<p>Continually improve and develop AO's fundraising and engagement provisions through effective and accurate research, reporting, documentation and evaluation:</p> <ul style="list-style-type: none"> <li>- manage and monitor individual event budgets, delivering a full programme of cost effective and high-quality events on time and within budget.</li> <li>- conduct in-depth research on event venues, in respect of key contacts, specific event requirements and target audience strategies.</li> <li>- write and organise material for event briefings and reports and provide monitoring evaluation and review reports.</li> <li>- produce reports and management information on events for university committees, senior management and AO senior team</li> <li>- prepare risk assessments for all events managed, making sure they adhere to current Health and Safety legislative requirements.</li> <li>- respond independently to various events queries and complaints. Use initiative, judgement and subject knowledge to deal with unforeseen problems and circumstances, with limited guidance.</li> </ul>

	<ul style="list-style-type: none"> <li>- demonstrate a strong understanding and up to date knowledge of the University's strategic aims and objectives and those of the AO Team to best represent, communicate and influence the promotion of these internally and externally.</li> <li>- continually evaluate the efficacy of individual events and the wider events programme and propose changes considering lessons learned and attendee feedback</li> </ul>
<p>You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. You are required to follow all University policies and procedures at all times and take account of University guidance.</p>	



### Person Specification

Criteria	Essential	Desirable
<b>Qualifications</b>		
Education to degree level or equivalent with substantial experience or possessing equivalent experiential learning/work experience	<b>X</b>	
Professional Events qualification or equivalent		<b>X</b>
<b>Experience/Knowledge</b>		
An excellent track record of achievement in event management	<b>X</b>	
Experience of delivering high profile events involving multiple stakeholders	<b>X</b>	
Proven ability managing a diverse portfolio of work in a multi-stakeholder environment	<b>X</b>	
Experience of working in an event related capacity in Higher Education or similar sector		<b>X</b>
An understanding of the role effective event management and alumni engagement can play in the Higher Education sector		<b>X</b>
Knowledge and understanding of the latest trends in effective event management sufficient to engage with colleagues from a position of mutual understanding and respect	<b>X</b>	
Experience of managing priorities, processes and procedures in a complex service-delivery environment	<b>X</b>	
Experience of working with high profile and influential individuals	<b>X</b>	

Criteria	Essential	Desirable
<b>Skills</b>		
Outstanding project management skills, including effective communication	X	
Sensitivity to requirements of handling a range of individuals of all seniority with social and emotional intelligence to handle such situations appropriately	X	
Excellent interpersonal skills with ability to develop and maintain good working relationships across and outside AO and the University.	X	
IT literate including proficient use of all MS Office and an understanding of the use of databases in event management. A strong understanding of virtual event platforms, mass mail platforms and CRM registration systems.	X	
Strong written and verbal communication skills, ability to communicate appropriately with a wide variety of audiences and stakeholders.	X	
<b>Attributes</b>		
Proven personal leadership qualities including self-motivation and the ability to motivate high performance in others	X	
Adaptable and flexible	X	
Ability to develop networks and manage conflicting priorities for self and others	X	
Decisive and responsive	X	
Customer focused with and exceptional eye for detail	X	
Empathy with the values and culture of the University of Bath	X	
Resilient under pressure	X	
Proactive and positive approach, able to cope with competing demands	X	
Diplomatic and willing and able to negotiate to achieve mutually desired outcomes	X	
Ability to work as part of team and working collaboratively	X	

## Effective Behaviours Framework

The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.

### **Managing self and personal skills:**

Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.

### **Delivering excellent service:**

Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.

### **Finding innovative solutions:**

Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.

### **Embracing change:**

Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.

### **Using resources:**

Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University.

### **Developing self and others:**

Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.

### **Working with people:**

Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.

### **Achieving results:**

Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.