

## Role Profile

<b>Role Title:</b>	Event Specialist
<b>Department:</b>	Corporate Affairs
<b>Role Purpose:</b>	<p>As part of our fast-paced Colleague Communications team, you will deliver a first-class integrated employee experience that fosters high levels of satisfaction and builds strong, clear and consistent brand messaging.</p> <p>As Event Specialist you will take a lead role in the delivery of high quality, high-profile corporate events which bring to life our brand across the organisation, empower our colleagues, and enable us to deliver our ambitious plans which put our tenants at heart.</p>
<b>Reporting to:</b>	Colleague Communications Manager
<b>Responsible for:</b>	NA
<b>Disclosure level:</b>	Basic DBS check and Social Media check
<b>Role Level:</b>	<u>Frontline Worker</u>
<b>Key Duties:</b>	<ul style="list-style-type: none"> <li>• Lead and coordinate our plans to deliver our 2025 company-wide colleague conference (c900 people) and the associated communication campaigns that highlight and engage our diverse workforce following the launch of our new corporate plan (2026-2030).</li> <li>• Work alongside our Rewards team to coordinate and lead the delivery our annual internal recognition events, including our valued Long Service Awards and prestigious Special Thanks and Recognition (STAR) Awards.</li> <li>• Support the planning and delivery of our wider corporate events calendar, including annual away days for our senior leadership teams. Including venue sourcing, contract management, content creation, leading on-site delivery, and evaluation.</li> <li>• Source and create engaging content for our wide-ranging internal communication channels that connects with colleagues at all levels and encourages positive event participation.</li> <li>• Work with external agencies and suppliers as required to meet our event/project objectives, managing all elements of the process to ensure an appropriate brief is supplied, the correct plan is followed, and that the final product/service is as required.</li> <li>• Make sure that all insurance, legal, health and safety obligations are followed across our events.</li> </ul>

	<ul style="list-style-type: none"> <li>• Fully consider inclusion and diversity in the planning and delivery of all our events.</li> <li>• Provide clear advice and guidance to colleagues, stakeholders, and relevant agencies on use of our corporate branding and identity within events.</li> <li>• Working with the Colleague Communications Manager and wider team to build and deliver effective colleague engagement plans that support core business projects and campaigns.</li> <li>• Monitoring and evaluating relevant event data to identify emerging trends, measure engagement and report on successes against agreed KPIs.</li> </ul>
<b>Education, Qualifications and Training</b>	<ul style="list-style-type: none"> <li>• Achieved a degree level qualification in Events Management, or related subject. Or, have equivalent professional experience in this field.</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of planning and leading the delivery multiple large-scale events for a large and complex organisation, from start to finish.</li> <li>• Experience of working alongside and overseeing agency contracts.</li> <li>• Up to date knowledge of the events industry and leading trends.</li> <li>• High-level of literacy: proven ability to write copy for a wide range of audiences as well as accurately proofing a wide range of copy and communications materials up to Board level.</li> <li>• Proven experience of working to tight deadlines in a pressured environment.</li> <li>• Strong experience of taking briefs from a range of stakeholders at all levels up to Board level and turning them into effective plans to meet event/project objectives.</li> <li>• Understanding of event budgets and ability to demonstrate effective forecasting and budget tracking.</li> </ul>
<b>Role Specific Skills &amp; Behaviours</b>	<ul style="list-style-type: none"> <li>• Excellent organisational and project management skills.</li> <li>• Ability to build trusted relationships easily with a diverse range of stakeholders.</li> <li>• Solution focused with the ability to come up with creative, scalable ideas at pace.</li> <li>• Excellent verbal and written communication skills with strong attention to detail and ability to influence.</li> <li>• A team player who sees the value in collaboration.</li> <li>• Comfortable producing reports, confident presenting meaningful insights and recommending concrete action points.</li> <li>• Resilient and tenacious.</li> </ul>