

**WILTSHIRE COLLEGE & UNIVERSITY CENTRE**  
**JOB DESCRIPTION**

<b>Job Title</b>	Events Officer
<b>Salary</b>	Professional Services Grade 6
<b>Reports to</b>	Marketing & Communications Manager

**Job Purpose**

1. The Events Officer will be responsible for planning, coordinating, and executing a diverse range of events that increase enquiries, applications and enrolments, enhance the student experience, promote the college's programs and initiatives, and strengthen connections with the community.
2. Coordinating all aspects of event logistics, including sourcing and booking venues, supporting literature and signage, booking procedures and event promotion.
3. Take a data-led approach and work to achieve specific KPIs based on feedback and booking data.
4. Identifying opportunities for improvement and growth of events.
5. Supporting other college staff with events that they are running.

**Main Duties and Responsibilities:**

1. Plan, organise, and manage events including open days, award ceremonies, graduation ceremonies, employer events and other college-related events.
2. Collaborate with all departments within the college to ensure seamless execution of events and alignment with organisational and departmental goals.
3. Working with other members of the marketing team to develop and implement event marketing strategies to attract participants, including creating promotional materials, utilising social media, and liaising with media partners.
4. Collate content required for the production of printed collateral used at events, including programmes and way-finding materials.
5. Overseeing supplies needed for events including identifying trends in giveaways, maintaining stocks, collating items for other members of staff to take to events.
6. Oversee on-site event operations, manage staff and volunteers, and troubleshoot any issues that arise during events.
7. Evaluate the success of events through post-event analysis, feedback collection, and

reporting, identifying areas for improvement and implementing enhancements for future events.

8. Maintain accurate records, budgets, and documentation related to events, ensuring compliance with policies and procedures.
9. To maintain an up-to-date knowledge of developments in the sector to inform the event planning process
10. Be prepared to work some evenings and weekends as the role requires for which TOIL will be awarded.

### **Other**

1. To undertake any further training as identified in the college review procedures.
2. To participate fully in College Quality Procedures.
3. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
4. To comply with and promote college Health and Safety policies and take appropriate responsibility to ensure the health and safety of self and others.
5. To understand, comply with and promote the College's Safeguarding policy and Procedures.
6. To understand, comply with and promote the College's Diversity policies and procedures.
7. To engage in continuous professional development.
8. To undertake such other reasonable duties as may be required from time to time and review this Job Description at least annually through the college appraisal scheme.
9. Be willing and able to deputise for other Marketing Officers when called upon (diary depending).

**PERSON SPECIFICATION: (E = Essential, D = Desirable)**

<b>Method of Assessment</b>	<b>Essential or Desirable</b>	<b>Application Form</b>	<b>Interview</b>
The table indicates the method by which the skills/knowledge/level of competence in each area will be assessed.			
<b>Qualifications</b>			
To hold; be working towards or be willing to work towards a marketing / communications / hospitality / event management related qualification at Level 4 or be able to demonstrate equivalent knowledge and / or experience.	<b>D</b>	<b>X</b>	
To hold a Level 3 qualification (A level, BTEC Dip, Apprenticeship).	<b>E</b>	<b>X</b>	
To hold Literacy and numeracy to level 2 or above (GCSE A-C)	<b>E</b>	<b>X</b>	
Commitment to and evidence of CPD	<b>E</b>	<b>X</b>	
To hold a degree in relevant subject	<b>E</b>	<b>X</b>	
<b>Knowledge / Previous Experience / Skills / Ability</b>			
Proven experience in event planning, preferably in an educational or related setting.	<b>E</b>	<b>X</b>	<b>X</b>
Strong organisational and project management skills with the ability to multitask and prioritise in a fast-paced environment.	<b>E</b>	<b>X</b>	<b>X</b>
Excellent communication and interpersonal skills, capable of working collaboratively with diverse stakeholders.	<b>E</b>	<b>X</b>	<b>X</b>
Good working knowledge of Microsoft Windows and Excel.	<b>E</b>		<b>X</b>
Good working knowledge of Microsoft Windows and Excel.	<b>E</b>		<b>X</b>
Able to monitor and evaluate a range of marketing activities.	<b>E</b>	<b>X</b>	
Provide evidence of successfully working as part of a team and openly exchanging information and supporting colleagues.	<b>E</b>	<b>X</b>	
Flexibility to work evenings and weekends as required by event schedules.	<b>E</b>	<b>X</b>	
Strong copy writing and proof-reading skills.	<b>D</b>	<b>X</b>	
Experience of: <ul style="list-style-type: none"> <li>Working in a customer focused organisation.</li> <li>Taking photographs and filming to support marketing work.</li> <li>Proof reading.</li> <li>Using social media in Marketing context.</li> </ul>	<b>E</b> <b>D</b> <b>D</b> <b>D</b>	<b>X</b>	

<b>Personal Attributes</b>			
Able to provide effective and successful management of projects.	<b>E</b>	<b>X</b>	
Establish and maintain effective working relationships with colleagues and business partners at all levels.	<b>E</b>		<b>X</b>
Ensures colleagues are appropriately involved and informed. Shares knowledge and learning with colleagues.	<b>E</b>		<b>X</b>
Seeks relevant information on the different ways that colleagues work, to properly understand their needs and pressures, and the environment in which they operate.	<b>E</b>		<b>X</b>
<b>Further Requirements</b>			
Be able to display an awareness, understanding and commitment to the protection and safeguarding of children and vulnerable adults.	<b>E</b>		<b>X</b>
Understanding of Equality and Diversity, Health and Safety and Child Protection.	<b>E</b>		<b>X</b>
Legislation and requirements.	<b>E</b>	<b>X</b>	
Have a valid full driving licence.	<b>E</b>	<b>X</b>	
Willingness to use own vehicle and travel for business purposes.	<b>E</b>	<b>X</b>	
Ability and willingness to work flexibly (evenings and weekends) to meet the needs of the College.	<b>E</b>	<b>X</b>	

In addition to the candidate's ability to perform the duties of the post, the selection process will also explore issues relating to safeguarding and promoting the welfare of children.

**Notes:** This job description outlines the main duties and key performance outcomes of the role. It is not exhaustive and may be varied by the College following consultation with the post holder. The job description, duties and key performance outcomes must be reviewed annually with the line manager and amendments approved by a member of the Senior Leadership Team.