

JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Head of Events	Division/Team	Events
Job No		Location	London
Contract type	Permanent – Full Time	Salary/Range	£63,964 starting salary

Context
<p>Visit Britain has been delivering events for many years but this new structure will join the delivery of B2B and Business events into one team and thus an event delivery centre of excellence. This is an important new role giving leadership across events under one umbrella. The job holder will work closely with departments across VB in particular the global Business Events and global B2B team.</p> <p>The team will deliver the Britain and England strategy through Visit Britain/Visit England owned events, key global trade exhibitions and international activations to ensure that the VB/VE brand has significant presence at these key activities to enable lead acquisition and increased business opportunities for destination and supplier partners and add value to the work carried out by the destinations in the international markets to deliver economic benefit for the UK tourism industry.</p>

Main purpose of the role
<p>Initially the main purpose of this role will be to ensure the ongoing delivery of a planned programme of global Business Events and B2B trade events in the UK, US, China, APMEA and Europe to the highest standards. At the same time building the team and frameworks for a more efficient, influential and coherent approach to events programming. Initially this will include design and implement new ways of working to include cross departmental collaboration, resource allocation, developing of appropriate processes/systems/frameworks/management and risk reporting and reviewing existing contracts & suppliers.</p> <p>Once the role has established a team and framework to consistently, efficiently and cost effectively deliver excellent events, it will increasingly be expected to build understanding of the strategic direction of the organisation and, working with colleagues, how to map and manage stakeholders and build a programme of events that align to maximise impact for the organisation.</p> <p>As the team becomes established it will be important that the successful candidate is able both to develop others to deliver and to achieve and to deliver through their team. However, it will always be important that the post holder is both able and enthusiastic to roll-up their sleeves and play a full part in actual delivery.</p>

Resource management and key relationships	
Staff managed¹	TBC but likely to be 3 permanent roles plus temporary staff for key events
Budget managed	In excess of £1million
Reports to²	Marketing Director
Key Relationships	
Markets (US, China, APMEA, Europe, UK) Business Events team and B2B and UK suppliers team, DIT and Destination Partners.	

¹ Please note Visit Britain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

² Please note Visit Britain reserves the right to change the line of management according to the needs of the organisation.

Main Duties	
1	To manage the delivery of all VB/VE events for the Business Events and B2B and UK suppliers teams and related activities to achieve pre-agreed objectives including stand design, procurement (using agreed government frameworks and processes) and negotiation with suppliers, annual budgeting, forecasting and event P+L's Initially focus on delivering the establishing the programme of 19/20 events whilst creating a set of SOP's that clearly explain the steps needed to deliver on event and exhibition activity
2	Deliver events within budget, keeping track of spend through P+L's to deliver key objectives
3	Build, manage and develop a team with new processes and ways of working to deliver events on time and on budget, making best use of overall resource throughout the year. Developing the appropriate systems/processes/frameworks to ensure consistent, efficient and excellent delivery. Roll includes hands on delivery as required.
4	Create clear RFP's (request for proposal) to ensure tendering process delivers best solutions
5	Review event delivery regularly to ensure optimum output is being achieved from activity. Will this increasingly be about building clear programme objectives, plans, KPIs and, working with stakeholders, to develop the tools to effectively monitor, evaluate and report on activity at to the events board (Directors and Heads of Departments across VB).
6	Negotiate at every step of event planning and delivery and always consider the value of buying power that multiple event management brings to achieve best value. Do they also need to build a strong relationship with a network of suppliers?
7	Keep up to date with trends and innovations within the events sector implementing new opportunities

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	Experience of delivering events and/or exhibitions in business tourism (or a comparable setting) which evidence creativity and innovation as well as actual delivery to the highest standards of quality and value of for money. Including planning, risk assessment and mitigation, budget management, delivery, monitoring and evaluation, lessons learned and reporting.
2	Experience of developing, managing and leading others to help them achieve to their potential.
3	Excellent communications skills in person and in writing. Including success in generating events proposals and bidding documentation, public presentations, influencing and negotiating. Able to adapt communication style to influence a range of stakeholders and achieve 'win-win' outcomes by identifying common interests, clarifying differences and achieving compromise. This role will have a manage a range of high profile external stakeholders and will need the gravitas to manage sometimes high profile contacts as well as the ability to hold others to account with respect and courtesy.
4	Well-developed organisational and project management skills including managing multiple activity streams in a fast-paced environment, managing own work and time and that of others, strong financial planning and management and working to deadlines.
5	Working knowledge of supplier agreements, procurement documentation and evaluation matrixes, function sheets etc. including experience of contract management and holding suppliers to account.
6	Strong customer focus and ability to 'walk the extra mile' to satisfy VB/VE industry partner needs.
7	Ability to balance seeing the bigger picture and thinking 'strategically' with translating into practical planning and delivery.

Essential personal style and behaviours	
	Requirement
1	Stakeholder management. The ability to build excellent relationships at all levels by understanding and negotiating priorities, managing expectations and building consensus and compromise.
2	Team Player: the ability to lead by example, develop and encourage others, share priorities; see the potential in others and create opportunities for others to deliver professionally and to achieve their potential. Enthusiasm to 'roll-up sleeves' to get things done.
3	The professional confidence to advise at a senior level and engage with different opinions and direction; to make decisions and changes at crucial points in event journey. Also, to know when to ask for advice and help. Ability to adapt behavioural styles to achieve outcomes.
4	Strong proactivity and initiative; able to take initiative and see things through to delivery.

Desirable requirements	
1	Experience of operating effectively in an international setting.
2	
3	