

Senior Events Specialist

Role Title: Senior Events Specialist Operational Title: Events Manager	Reports to: Projects Manager	Version / Date: June 2018
Department: Communications and Public Engagement	Location: London	Team: Media, Campaigns & Public Engagement
Direct Reports: 0	Indirect Reports: 0	Dotted Line Reports:
Grade (HR use only): D		Budget Responsibility: Yes
Purpose of the Role: Accountable for the successful delivery of AAUK's programme of events, helping to build the organisation's profile and identity as a champion of the rights of women and girls, extend and deepen our supporter base and raise funds for our work.		
Key Result Area	Key Accountabilities and Deliverables	
Operational Management and Delivery	<ul style="list-style-type: none"> To lead the delivery of AAUK's public engagement events, helping to build the organisation's profile and identity as a champion of the rights of women and girls, extend and deepen our supporter base and raise funds for our work. This includes mass public events through to small bespoke, tailored events for high value donors. To embed a consistent approach to hosting and running events from both a PR and fundraising standpoint that ensures efficient coordination of celebrity involvement/participation and a logical approach to diarising events in order to maximise support and exposure. To develop and coordinate delivery of event plans, with key milestones and dependencies, implementing necessary risk mitigation activities. To secure AA's presence at events organised by third parties to raise profile and generate leads. To monitor and report on progress against milestones and deliverables, including final evaluation of the success of each event against its agreed objectives To recruit and manage freelance resource, temporary staff and volunteers as necessary and to source venues and equipment, to ensure events are delivered on time, on budget and to agreed standards. Focus is on ensuring quality, value for money/cost effectiveness of the event programme for AAUK and delivering agreed event objectives. To manage and exploit mutually beneficial relationships with celebrities for fundraising and campaign purposes and work with the celebrity development specialist to secure celebrity and/or high-profile individuals to attend, endorse and/or speak at events. To negotiate and manage the events budget ensuring all AAUK monitoring, reporting requirements and KPIs are met. 	

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	<ul style="list-style-type: none"> To support the colleagues in the planning events, as necessary providing technical expertise to ensure plans are realistic and achievable
<p>Team working and collaboration</p>	<ul style="list-style-type: none"> To work cross-organisationally with all public facing teams ensuring events management is aligned with all other externally facing communication and public engagement activities. To lead the engagement of internal influencers to support the planning, delivery, and follow-up of an event, ensuring their full commitment, time and resource. To work with community engagement colleagues to support an presence at marathons and community events. To work with colleagues to develop creative concepts for events aligned to communications and brand objectives. To promote an inclusive and supportive environment that both inspires and challenges colleagues to do their best. To lead and participate in agile project teams as required to deliver the agreed events programme and support delivery the wider communication and public engagement agenda To engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, ensuring alignment with wider team's vision, plans and objectives. To proactively engage with the performance management system and take responsibility for seeking appropriate development opportunities including attending relevant organisational and external training courses To drive continuous improvement in all aspects of events and partnerships <p>To maintains a keen interest in AAUK's programme activity in order to be able to brief external contacts and communication knowledgably about AA's priorities and activities.</p>
<p>Relationship management</p>	<ul style="list-style-type: none"> To develop exceptional relationships within AA at all levels and build strong relationships with internal teams, taking part in cross organisational groups to maximise opportunities to access influencers, align campaigns and share learnings. To build strong working relationships with a network of external suppliers, third party event production providers and individual freelancers to ensure appropriate skills and resource are available to deliver the events programme. To effective relationships with celebrities and their representatives in order to support their attendance at or endorsement of AAUK's campaigns and activities. Represents AAUK externally to a range of individuals and event bodies as required.

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Key Relationships:	
INTERNAL: Head of Brand and Creative Content Production, Head of Media, Head of Campaigns, Head of Principal Giving, Advocacy team, Philanthropy and Partnership team, wider Fundraising teams EXTERNAL: Contractors and suppliers as required	
EXPERIENCE, KNOWLEDGE & EXPERTISE	
<p>Essential:</p> <ul style="list-style-type: none"> • Experience of organising and delivering successful external events of different size and to different audiences. • Excellent organisational skills including the ability to carry out a number of tasks at the same time. • High level of attention to detail • Creative approach to problem-solving • Demonstrable experience of working under pressure to meet tight deadlines and rapidly changing priorities • Excellent negotiation skills • The ability to budget and to project management a large or high-profile event and bring it in on time and within budget without compromising quality • Knowledge and understanding of working in a PR, campaigning or fundraising environment • Excellent relationship building and communication skills • Ability to build a strong internal and external network of individuals involved in event management and delivery • Crisis management skills – including flexibility and adaptability • Experience of leading and working in project teams • Prepared to work outside normal office hours 	<p>Desirable:</p> <ul style="list-style-type: none"> • Creative design experience • Good copywriting skills

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| <ul style="list-style-type: none">• Ability to work collaboratively and contribute effectively in a complex matrix environment with a focus on agile project working and to influence positively without formal line authority• Commitment to AA's vision, mission and values, including a commitment to feminist principles and working in an organisation committed to working for the rights of women and girls.• Commitment to continually improving your digital skills and knowledge within the working environment. | |
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Any Other Relevant Information:

It is expected that everyone at AAUK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships See link to AA values and behaviours below

Click here for [Action Aid Values & Behaviours](#)

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.