

AUDE Events Manager

Job Description

We are...

AUDE promotes excellence in the strategic planning, management, operation and development of Higher Education (HE) estates and facilities. AUDE offers membership to publicly funded UK higher education bodies whose primary remit is higher education teaching and/or research. We also provide membership to international universities, alternative providers of education and commercial business partners. AUDE is a not-for-profit organisation. Any funds generated through the activities of the Association are used to fulfil its objectives and mission.

We are looking for...

A full time Events Manager to join our small team during this exciting period of expansion and perform this crucial business development role. Our membership base has grown as we have recently widened the scope of those who can engage with us. This makes it critical that we can deliver value to existing and new members.

This role would suit a driven, dynamic individual who is highly motivated with an ability to engage and communicate with a professional membership. You will have experience managing events, sourcing speakers, running large complex exhibition spaces and securing sponsorship. We need someone with exceptional interpersonal skills, self-confidence and who is a good listener. It is vital that the post-holder understands the value of AUDE to its members and how the association will meet these needs.

The Events Manager will play an important role in bringing additional income into the association. The focus of this role will be the running of events and conferences for our members, and where appropriate use sponsorship and exhibition opportunities to create revenue. The post-holder reports to the AUDE Executive Director, will look after a defined budget and has no line management responsibilities but will need to delegate tasks to the Membership Officers and your team colleagues. You will oversee stakeholders, contracts, venue staff, and conference teams at host universities. The role requires your strategic input and decision making into how the association reinvests surpluses into the membership value proposition. This role will be based in Loughborough and include frequent UK travel and occasional overnight stays.

You need to be...

A driven dynamic, member-focussed, people person. Someone who is skilled at managing events, finances, sourcing speakers, sponsors and exhibitors. You must have strategic decision-making skills, be able to own your projects in their entirety and develop the AUDE portfolio of events and professional development courses.

Because you will need to...

- Display excellent organisational skills, to lead on your projects, prioritise your workload and manage stakeholders;
- Identify opportunities for the association to generate income;
- Organise and manage member-focused events on a national scale, managing several projects at the same time;
- Be quick at adapting to changing situations and problem solving;
- Identify and secure venues, speakers, sponsors and exhibitors for events;
- Have proven marketing skills to publicise your events to ensure high attendance levels, creating your own contact database following PHES GDPR processes;
- Oversee the success and continual improvement of our learning and development programme, using data and feedback loops;
- Update the AUDE website, with content relevant to your work, ensuring content is fresh and up to date;
- Deal with membership enquiries via phone and email;
- Be able to delegate during busier periods;
- Complete health and safety risks assessments;
- Corporate relationship development, seeking sponsorship, speaker, venue and exhibitor transactions;
- Your targets will be set by the Executive Director and Executive committee and will change to reflect both the strategy and investment in talent development. You will manage profit and loss expectations that are set;
- Manage and administer the AUDE bursary scheme;
- Assist in the creation of content to encourage membership to engage with AUDE, ensuring the organisation is delivering appropriate benefits to its entire membership. Through channels including our events calendar, news articles, discussion boards and social media;
- Implement and maintain efficient office systems and procedures and management of records;
- Meet and interact with senior university staff to understand what they need from AUDE;
- Be educated to degree level or equivalent qualification or experience;
- Be AUDE's International event contact for speakers and delegates attending AUDE events

Able to demonstrate the importance of membership and provide value to members through the facilitation of the Learning and Development Group, Annual Conference Steering Group and event project boards.

Because you will need to...

- With expectational leadership – deliver the AUDE Annual Conference. This will include the procurement of external facilitated help such as an events company. And, will deliver against financial surplus targets as set by the AUDE Executive Committee.
- Manage the chairing of the Professional Development and Conference Steering groups ensuring that there is a chair/deputy chair and that succession planning is in place, acting when terms of office are over and leading the recruitment process when replacements are necessary;
- Ensure a governance structure is in place, that it is understood by members and processes are followed;
- Initiate, set up and support group meetings and events for members;
- Service and facilitate meetings as requested by the Chair;
- Assist the chairs in their quarterly reports to the AUDE Executive Committee;
- Recommend changes to existing practices structures for the benefit of members;
- Work with the Executive Director to understand the opportunities for the groups and for AUDE, such as areas of partnership working with other stakeholders, projects, consultations, events etc.
- Help steer and drive the groups to ensure they produce value to both AUDE and the members they engage

Someone who can engage with members and manage stakeholders to gather insight which will inform the development of member focussed events. With sector intelligence and research, you will bring such proposals to fruition.

Because you will need to...

- Be commercially minded and understand how to bring income into a business;
- Lead, manage and deliver (contracting with our external events organisers) our Annual Conference (a four-day event);
- Engage with members at appropriate points, obtain feedback to help enhance value of membership, whilst capturing valuable management information;
- Seek opportunities to promote AUDE and engage in networking opportunities;
- Understand what value means to our members and align your work to AUDE's strategy;
- Utilise the database behind our website to learn about member behaviours, and what they see as value.
- Explore differing delivery methods for impactful learning and implement/test your findings;
- Display exceptional interpersonal and relationship management skills;
- Visit Universities, promoting membership as well as and developing key member contacts;
- Update and maintain the events pages of the AUDE website and regularly contribute to AUDE's communications strategy/programme;
- Provide information and guidance to prospective members and enquirers by telephone and email;
- Manage and develop AUDE's recognised CPD accreditation for members and ensure they realise the benefits.
- Deputise for the Executive Director and Projects, Communications Officer and Engagement Manager during periods of annual leave or other absence;
- Undertake any other duties as directed by the AUDE Executive Director.

A great team player who is happy working in a small team and willing to share ideas. But you will also need to be a self-starter to get the job done.

Because you will need to...

- Be confident and able to work independently, driven, self-motivated, responsive;
- Have a flexible approach to team working - on occasions, there will be a need to work outside normal office hours, for example when organising or attending conferences/events;
- Have extensive working knowledge of standard office IT products;
- Know marketing techniques and the power of social media;
- Have a positive, persuasive and diplomatic manner. Although an inclusive and conciliatory manner is needed to work in a diverse membership organisation and a small team, the post-holder must have the strength of character and skill to confront under-performance of any project participant at an early stage and in a constructive manner;
- Conduct your business with sustainable principles, and understand economic pressures occurring in the HE sector.
- Support colleagues within other PHES organisations as required;
- Commit to observing the organisation's Equal Opportunities Policy at all times.

You might also have...

- Experience of working in an estates/facilities field
- Experience of working in an educational field
- Experience of working in a membership organisation

We will offer...

- A full time, post based at our offices in Loughborough
- A competitive salary at Grade 7 £31,302 - £43,267 pa dependent on qualifications and experience. We benchmark our salaries to the University of Sheffield grading structure.
- A defined contribution pension scheme with 7.5% employee and 16% employer contribution rates, together with life insurance.
- 30 days' holiday plus bank holidays and discretionary days' office closure.
- Support for CPD and appropriate training.
- This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.