

Events Manager



4 days left



Recruiter	SMART ENERGY GB
Location	London (Central), London (Greater)
Salary	£45,000 per annum + benefits
Posted	28 Sep 2015
Closes	25 Oct 2015
Ref	EVENTSMANGO1
Industry	Environment, Energy management, Marketing & PR, Communications, Conferences & events, Consumer, Digital Marketing, Market research, Marketing analytics
Job Function	Marketing/PR
Job Level	Management
Hours	Full Time
Contract	Permanent
Listing Type	Job vacancy

Job title: Events Manager**Job Salary: £45k****Job location: Kings Cross, London****Deadline: 25 October 2015****Purpose of the job**

To work with the Head of Partnership Marketing and Events and to plan, develop and manage our programme of events.

Key tasks/responsibilities

- Work with the Head of Partnership Marketing and Events to identify the role for experiential within the campaign
- Manage the tender process to appoint a principal event agency
- Develop the strategy and produce a plan for experiential consumer events across the nations, agree budgets and delivery outputs and ensure the experiential programme is deployed to optimum effect for the campaign
- Work with the research and insight team to ensure experiential activity is appropriately evaluated and make recommendations for iterations of the programme based on the results
- Work with the policy and communications team to respond to their production briefs and requirements for events. Ensure this work is delivered to time and on budget
- Work with the finance and operations team to respond to their production briefs and requirements for events. Ensure this work is delivered to time and on budget.
- Ensure that a standard events 'kit' is produced and maintained for use by teams across the organisation and that this has appropriately high production values
- Make recommendations for the creation of new event materials where necessary
- Ensure that all event assets are signed off by the brand and consumer advertising team for brand
- Manage our event agency on a day to day basis

Skills, experience and competencies

- Experience working for an events agency OR experience working in-house in events
- You will have experience of major and/or high profile event production
- You will have developed detailed project plans and be able to demonstrate high levels of programme and external supplier management and project delivery
- You will have experience in delivering against an experiential marketing strategy, creating and developing event materials and managing a budget
- Ability to demonstrate broad vision and creativity that drives innovative marketing and events

Essential

- Ability to guide the overall creative process and ensure projects are delivered to the highest standard
- You will have excellent project management skills
- You will be excellent at managing relationships with a wide range of stakeholders, suppliers and agencies
- Ability to manage budgets
- Excellent communication skills (verbal/writing)
- Appreciation of the objectives and activities of Smart Energy GB
- Appreciate the diversity of the people and communities of Great Britain and embrace this diversity in your approach to work

Advantageous

- Knowledge of marketing/behaviour change best practice and the key considerations, inputs and processes required to deliver an effective campaign is preferred
- Previous experience developing experiential marketing strategy
- Energetic and enthusiastic approach

All disabled applicants who meet the minimum requirements of the job as set out in the job description and person specification will be guaranteed an interview if requesting to be considered under this scheme.

Please send your CV and cover letter by email via the button below.

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