

JOB DESCRIPTION

Job Title	Events Manager
Team	Services (Marketing and Communications team)
Office Base(s)	NSA, University of Stirling
Reports To	Head of Marketing
Key Relationships	<ul style="list-style-type: none"> ▪ National Championships Events Conveners ▪ National Discipline Committees ▪ Scottish Swimming Marketing Team ▪ Scottish Swimming Performance, Development and Services Teams ▪ Local Authorities and Leisure Trusts ▪ Event Scotland ▪ British Swimming ▪ Event Contractors ▪ Sponsors / sponsor representatives ▪ Tourism agencies
Job Purpose	To lead the development and planning of the Scottish Swimming National Championships along with the broader events programme, and support the delivery of the events by working closely with the volunteer and events teams.

Key Tasks

1 Relations

- 1.1 To work with the National Championships Events Convenor and Discipline Committees to establish a high level event delivery plan to support all Scottish Swimming National Events.
- 1.2 To work with the National Championships Events Convenor and Discipline Committees to recruit and develop workforce/volunteers for delivery roles.
- 1.3 To maintain and develop client relationships with external service and venue providers, developing partnership agreements to help secure favourable terms for all Scottish Swimming events.
- 1.4 To manage supplier relationships with, but not limited to, event dressing providers, broadcasters, equipment hire companies and ticketing providers, ensuring contractors are appointed in good time, on budget and in accordance with Scottish Swimming purchasing policy.

2 Event Management

- 2.1 To lead on the development and delivery of an annual events plan, to support the development, production, delivery and evaluation of Scottish Swimming events ensuring a high quality competition environment and spectator experience.
- 2.2 To agree, communicate and manage timelines and priorities on every project.
- 2.3 To manage the branding requirements for events, ensuring sponsors rights are fulfilled and maximising the profile and exposure of the Scottish Swimming brand.
- 2.4 To develop a ticketing sales strategy for the event to drive income and ensure attendance targets and all requirements from event sponsors and principal partners are met.
- 2.5 To project manage all on-site inspections/planning meetings.
- 2.6 To work with the Events Executive Officer to manage all event hospitality, ensuring invitations are sent to appropriate guests and VIPs and hospitality and guest services are in place for the event and delivered to a high standard.
- 2.7 To ensure effective internal planning, integration and communication around all supported events.
- 2.8 To work with the Communications Manager to best support the delivery of communications campaigns for events
- 2.9 To liaise with the Digital Communications and Marketing Officer to ensure that all event information is up-to-date and available on the Scottish Swimming website.
- 2.10 To plan, manage and deliver the annual Awards Dinner and support the broader events programme such as Learn to Swim launches and conferences.

3 Disciplines

- 3.1 To liaise with all Discipline Chairs and the Scottish Swimming team to create an events calendar and coordinate activities with sponsors and partners within their rights at national events.
- 3.2 To produce and distribute the events toolkit working with volunteers and the events team to support the delivery of Discipline events
- 3.3 To provide administration and support to discipline and participation events, including identifying, applying for and reporting against grants.

4 Scottish Swimming Kit

- 4.1 Lead the creation of kit templates, including the creation, purchase and distribution of staff kit.
- 4.2 Lead on processing kit orders for the national performance team and disciplines, acting as first point of contact in the marketing team for all kit related issues within Scottish Swimming.

General

1. Promote Scottish Swimming both within and out with the work environment.
2. Deliver Scottish Swimming customer care standards in the work environment.
3. Attend, draft reports and contribute to staff meetings as appropriate.
4. Maintain knowledge of, and adhere to the published Scottish Swimming policies as printed in the Staff Handbook.
5. Maintain knowledge of, and adhere to the Scottish Swimming Brand Guidelines at all events.
6. Maintain own personal development records and ensure that interim review and annual appraisal documentation is signed off and lodged according to company policy and timescale.

Person Profile – Events Manager

Knowledge, Skills and Abilities

- A passion for live events.
- A good understanding and fit with Scottish Swimming values and culture.
- Proven track record in delivering mid-range public or corporate events to a high standard, preferably in the sport or entertainment sector
- Min 3 – 5 years' experience of managing people, projects and events.
- Ability to lead and motivate a team of professional and volunteer staff in a high-pressure environment.
- Proven leadership, teamwork and decision making skills.
- Excellent time management skills and ability to hit deadlines.
- Excellent interpersonal and communication skills.
- Ability to work with others, motivate, provide direction and influence.
- Proven ability to demonstrate confidence, empathy, enthusiasm and initiative.
- Multi-tasked with proven ability to be proactive, work with minimal direction and supervision.
- Have a 'make it happen' attitude and use own initiative to drive events forward.
- Experience in working with broadcast media at events.
- Preferably knowledge of event ticketing systems.
- Good networks in the event industry.
- Knowledge of all health and safety regulations.
- A commitment to on-going professional development.
- The ability to work and manage irregular hours through a flexible approach to work.
- Ability to use equipment and technology and have a commitment to staying cutting edge with new and innovative technology.
- Ability to accurately process and disseminate large amounts of detailed information.
- Ability to work well under pressure, demonstrating excellent problem-solving skills and a creative approach to tasks.
- Ability to negotiate with suppliers and contractors.
- Excellent attention to detail.
- Knowledge of and ability to integrate current trends in Event Management

Qualifications and Training

- Educated to degree level or equivalent or exceptional but appropriate work experience.
- Experience of event planning, management and delivery
- Literate – ability to write reports.
- Numerate - experience in financial management and budget setting/control