

**Job Description**

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| **Job Title:** | **Events Executive** |
| **Team:** | BATP Marcomms |
| **Classification:** | Executive |
| **Reports to:** | Event Manager |
| **Classification of Line Manager:** | Manager |
| **Number of Direct Reports:** |  0 |

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| **Job Purpose** |
| The Business and Tourism Programme (BATP) has been developed to capitalise on the significant economic opportunities that the profile of the 2022 Commonwealth Games will bring.  The £24m programme aims to create a long-term legacy by boosting perceptions of the West Midlands and UK as a world-class destination for trade, investment and tourism. It will target domestic and overseas visitors, investors, businesses and event organisers during a three-year campaign of promotional activity. This will strengthen relationships with important overseas markets at a national and local level. The BATP will focus on nations and territories across the Commonwealth. Its trade and investment activity is closely aligned with the West Midlands’ and UK’s priorities for growth in sectors including future mobility, data-driven healthcare, creative technologies, modern business services, the sports economy, e-commerce and tourism. This will be delivered in partnership at regional and national level, with funding secured in the Spring 2020 Budget and match funding from the West Midlands Combined Authority (WMCA). The Events Executive will play a crucial role in supporting the Event Manager with developing, delivering, and evaluating the BATP events programme. This will include organising virtual, hybrid and in person events, both domestically and internationally. The programme has a diverse range of markets (UK, Australia, Canada, India, Singapore, and Malaysia) and audiences including Commonwealth leaders, investors, event organisers and leisure visitors. The Events Executive will be required to organise and plan events with these audiences in mind, supporting all the workstreams across the Programme. The events’ purpose will be to drive awareness and change perceptions of the region whilst generating leads. This role will include engaging with a wide stakeholder network including our delivery partners, DCMS, FCDO, British Council, overseas embassies, and Commonwealth Games Associations.The role runs from July 2021 – October 2022 |

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| **Our people and our offices** |
| West Midlands is an exciting, vibrant, and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services, and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes. West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation, or marital status. We believe that it is in the company's best interests and of all those who work in it to attract, retain, and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents, and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all. To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate. This is a remote working opportunity until a date is agreed for the West Midlands Growth Company workforce to return to the usual place of work at Baskerville House, Birmingham.Our priority is to keep all our employees safe and well during this time. We will be working remotely for the foreseeable future, and we are doing everything we can to ensure all our employees can enjoy a comfortable remote working space. |

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| **Main responsibilities and key activities** |
| * Support the Event Manager with planning and executing virtual, hybrid and in person events to a varied audience.
* Assist with developing and delivering events to support all workstreams in delivering their outputs.
* Attend and work at events outside of business hours as and when required. Travel to and from the events for pre, post and during work is to be expected. Some of the travel requirements may be international.
* Attend, report and present at relevant meetings and groups to ensure visibility, communication, and integration of the events across the Programme delivery team and Stakeholders.
* Support programme evaluation by gathering and analysing data – such as recording attendees– and using this to inform future activity and objectives.
* Manage sponsors requirements, working closely with the Sponsorship Team.
* Build strong cross-programme relationships with both the business and tourism teams to ensure collaboration and shared drive for combined programme objectives.
* Report against key milestones, deliverables, and outputs, providing evidence as required by DCMS and WMCA.
* Ensure all activity complies with the programme policies and procedures – including risk, RAIDD, change management, procurement, contract management etc.
* Other activities as required, particularly during the Games or key events where extra resource is required.
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| **Key Skills and Competency Requirements** |
| **Area** | **Essential**  | **Desirable** |
| **Qualifications and experience** | * Professional qualification or relevant degree, or equivalent experience in the events industry
 | * Evidence of proactive professional development.
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| **Skills and attributes** | * Proactive mindset and willingness to act independently.
* Experience in planning different types of events, including virtual.
* Excellent written and verbal communications – including report writing and giving presentations.
* Close attention to detail.
* Ability to develop strong working relationships with colleagues across the business and key clients, including senior directors.
* Well-organised and comfortable juggling competing priorities at the same time.
* Willingness to learn and embrace new opportunities.
* Good IT skills, including full suite of Microsoft Office software.
* Excellent communication / relationship management skills
* Able to work in a fast-paced environment and manage multiple projects, self-motivated and deadline-driven.
* Excellent negotiation skills to secure best value from venues etc.
 | * Confident networker with ability to build a rapport when meeting new people.
* Experience in dealing with different markets.
* Creative approach and thinker.
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| **Knowledge and experience** | * Hands on delivery of high-profile events, working without an events agency.
* Working in a multi-stakeholder / delivery partner environment.
 | * Working with sponsors
* Working with embassies and relevant stakeholders
* Producing a cultural showcase
* Experience of working within primary target markets (India, Australia, Canada, Singapore and Malaysia)
* Experience with relevant audiences – leisure visitors, business events, investors etc.
* Experience within a similar role.
* International events, organised from the UK.
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| **Our values** |
| **Working together** | We take pride in our approach to working together in a diverse, open, and inclusive environment. |
| **Creative thinker** | We are creative and innovative in the work that we do, in our delivery and our outputs. |
| **Trusted partners** | We are a trusted partner – we work together with clients and stakeholders for the benefit of the region. |
| **Proactive leader** | We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands. |

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| **Prepared by:** |
| **Name** | **Job title** | **Date** |
| Tori Colyer | Event Manager | June 2021 |