



Job Description

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| Post/Job Title: | Events & Conferences Coordinator (x2 positions available) |
| Ref: | 335 and 337 |
| Location: | Studland House, Lansdowne Campus but working across all campuses and sites. (Hybrid) |
| Professional Service: | Marketing & Communications |
| Normal Hours Per Week: | Full-time (1.0 FTE) |
| Grade: | 4 |
| Accountable To: | Events Manager |
| Special Conditions: | Flexible approach and additional hours occasionally required, occasional local and national travel to represent BU. |

Job Purpose

Working within a central Events team within the Marketing & Communications Department, the Events & Conferences Coordinator supports the planning, organisation, promotion and evaluation of a range of Bournemouth University (BU) events and conferences. The Events team strive to showcase our values and purpose as an organisation and inspire and engage our audience, contributing to positive reputational and income performance.

The Events & Conferences Coordinator will support events across all faculties and Professional Services, including Open Days, UCAS Exhibitions, conferences, summer schools, awards celebrations and the university's annual graduation ceremonies. The postholder will also support the coordination of external events and room hire.

Main Responsibilities

1. Support all aspects of the planning, organisation and on the day coordination of BU events and conferences, including identifying the scope & objectives considering budget and resource considerations.
 - a. Support and coordinate aspects for key academic and reputation-raising events in the university's calendar, such as the Festival of Design & Engineering, BFX, Arrivals activities, international inductions, and Graduation ceremonies. Work collaboratively with Events Managers and Faculty & Professional Service colleagues, supporting on all events aspects.
 - b. Work proactively to a coordinated programme of student recruitment activities to support BU's achievement of our income-generation and student recruitment targets. Events may

include virtual and in-person Open Days and campus tours, as well as UCAS Exhibitions both at BU and around the UK.

- c. Engage with internal & external events partners (e.g. Faculties, Professional Services, and the Office of the Vice-Chancellor, external clients) and develop briefs for individual events or conferences, acting as a key contact and event support.
2. Utilise project and organisational tools for operational efficiency, including using the events database (Artifax) and operational tools. Support the Events team on all events coordination and administrative requirements as required.
3. Maintain systems for tracking of event success – for example through registrations, attendance, and audience feedback. Analyse data and prepare reports provide verbal and written updates to relevant colleagues in the team. Take a proactive approach to continuous improvement, gathering post-event follow-up and evaluation and contributing suggestions that will improve future events experience.
4. Contribute to the Events & Conferencing team resources and guidance for other university teams and users to 'self-serve'.
5. Engage with suppliers (internal Professional Services or external organisations) for provision of all relevant services. Determine requirements for suppliers and work with Events Managers to ensure terms, conditions and deadlines are met.
6. Working under the guidance of the Events Managers to ensure compliance with appropriate policies, procedures, and statutory guidance for all activities, specifically for health and safety (e.g. method statement and risk assessments), safeguarding, accessibility and ensuring we meet our commitments within BU's dignity, diversity & equality policy.
7. Provide guidance, support and training for a team of casual Student Ambassadors, ensuring compliance with relevant BU policies in relation to casual work and tier 4 compliance.
8. Work flexibly, often outside normal working hours, with some local travel to represent BU. Provide support to other BU events in line with M&C departmental commitments.
9. Any other associated duties as required by the Events Managers or members of the Marketing & Communications Executive team.

Organisation Structure

The Events & Conferences Coordinator reports to the Events & Conferences Manager, within the Brand, Communications & Marketing team. This team sits within the wider function of Marketing & Communications, an overarching Professional Service embracing the University's external facing marketing and profile-raising activities.

Contacts

Internal: Academic Faculties and Professional Services, BU Board members, Students' Union, current students.

External: Prospective clients and students, academic staff from other HE Institutions, suppliers (including event venues), room hire clients, government agencies, local authorities, VIPs, the public.

Challenges

Maintaining overall control, quality and excellent organisation of multiple events.

Delivering high-impact student recruitment and conversion activities and tracking success in a competitive environment.

Helping to enhance customer service levels through personal example, whilst juggling a demanding workload.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an offence to apply for and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's Safeguarding Policy and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

Some out of hours and weekend work is a regular requirement of this role. Some UK based travel will be required.

NB: The post holder must always carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of the Universities Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmental responsible manner.

March 2025

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| Faculty / Service: Marketing & Communications | Date: March 2025 |
| SELECTION CRITERIA | Essential / Desirable |
| Knowledge (including experience & qualifications) | |
| Qualification in events management, marketing, or PR related discipline, or demonstrable professional experience | D |
| Relevant experience of events, including planning & organisation | D |
| Relevant experience of student recruitment events | D |
| Relevant experience in customer-facing role and clear understanding of customer service principles | E |
| Experience of developing written plans | D |
| Experience of learning and using bespoke IT systems | E |
| Experience of running online events | D |
| Experience of analysing and collating data and producing reports | D |
| Excellent knowledge of IT packages, including Microsoft Office | E |
| Skills | |
| Able to communicate effectively with all levels of staff internally and externally | E |
| Strong written communication skills | E |
| Strong administrative and organisational skills | E |
| Strong planning and time management skills | E |
| Excellent prioritisation skills, including managing multiple tasks with conflicting deadlines | E |
| Ability to problem solve in difficult customer-facing situations and under time pressure | E |
| Ability to remain calm and courteous at all times | E |
| Excellent interpersonal, networking and negotiation skills | E |
| Attributes | |
| Accurate with close attention to detail | E |
| Personable and confident | E |
| Creative approach | D |
| Persistence with the ability to complete tasks | E |
| Collaborative approach | D |
| Motivated self-starter with initiative | E |
| Ability to work evenings and weekends | E |
| Ability to undertake occasional UK-wide travel | E |