

## Job Description

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|--------------------------------------|---|
| <b>Position / Job Title:</b>         | <b>Events Coordinator</b>   |
| <b>Ref:</b>                          | <b>POSN109245</b>   |
| <b>Location/Building:</b>            | <b>Studland House, Lansdowne Campus</b>                           |
| <b>Faculty/Professional Service:</b> | <b>Marketing and Communications (M&amp;C)</b>                     |
| <b>Group/Section:</b>                | <b>Student Recruitment, Outreach &amp; Events</b>                 |
| <b>Normal Hours per Week:</b>        | <b>Full time (1.0 FTE)</b>  |
| <b>Grade:</b>                        | <b>4</b>  |
| <b>Accountable to:</b>               | <b>Events Manager</b>   |
| <b>Special Conditions:</b>           | <b>Flexible approach and additional hours frequently required</b> |

### Job Purpose

Working within the Student Recruitment, Outreach & Events team in the Marketing & Communications (M&C) Directorate, the postholder is responsible for the planning, organisation and promotion of a range of events, including those that support the University's recruitment and conversion objectives.

Under the direction of the Event Manager(s), and working with colleagues across the University, the postholder will be responsible for the successful planning and delivery of individual events, including open days, awards evenings and the University's annual Graduation Ceremonies. The postholder will also be responsible for facilitating external events that offer income-generating or reputational value.

### Main Responsibilities

1. Support the planning and delivery of all undergraduate and postgraduate recruitment events, both on campus and online, including open days, campus visits and other events for relevant audiences. Organise and manage all aspects of these events, including planning, promotion, logistics, on-the-day delivery, follow-up and budgeting.
2. Support the planning and delivery of other University-hosted events, including Graduation Ceremonies, awards evenings, and stakeholder events. Take responsibility for designated tasks, including front-of-house and set-up support, and contribute to post-event reviews to ensure an excellent experience for all attendees.
3. Meet with internal clients (e.g. Faculties, the Office of the Vice-Chancellor and Professional Services) to take briefs and identify event objectives, target audiences, and success measures. Provide and agree on written event plans and costings.
4. Provide guidance and advice on best practice for physical and online event planning to staff across the University, including senior leaders, academics and professional services colleagues.
5. Support event promotion and web presence by working with colleagues in M&C to plan, initiate and monitor event marketing activity, including registration pages and website listings, where appropriate and agreed with the client.
6. Initiate and chair planning meetings with relevant stakeholders. Maintain records, communicate next steps and ensure deadlines are met throughout the planning process.
7. Drive continuous improvement by developing systems and processes to support excellent event delivery, including post-event follow-up, evaluation and identifying opportunities to enhance future events.

8. Manage event logistics, including facilities bookings and liaising with Professional Services and Faculties to secure appropriate on-campus spaces. Source and secure off-site venues when required, and liaise with external suppliers to secure products and services, negotiating cost savings where possible.
9. Maintain budget records and monitor event expenditure, seeking cost efficiencies without compromising quality or customer experience.
10. Maintain key systems and data, including the University Events Calendar and event registration and attendance tracking systems. Analyse and report on event data, providing written and verbal updates to relevant colleagues.
11. Promote and manage the external hire of BU facilities, identifying opportunities to increase revenue and improve the client experience. Prepare and update contracts, ensure all paperwork and risk assessments are completed, and act as the main contact throughout the hire process, including on-the-day support.
12. Work flexibly, including frequent evening and weekend work, and travel where required to represent BU and support events. Undertake any other associated duties as required by the Events Manager.

### **Dimensions**

M&C is responsible for the University's strategic marketing, student recruitment, information and research, and corporate and internal communications. The Event Coordinator reports to an Events Manager.

### **Contacts**

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

**External:** Prospective students and their key influencers, prospective clients, academic staff from other HE Institutions, suppliers, government agencies, local authorities, VIPs, the public.

### **Challenges**

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

NB:

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.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Equality & Diversity Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

**August 2025**



## Person Specification

|   |  |                         |                              |
|---|--|-------------------------|------------------------------|
| Position / Job Title: Events Coordinator  |  | Position No: POSN109245 |                              |
| Faculty / Service: Marketing and Communications   |  | Date: August 2025       |                              |
| <b>SELECTION CRITERIA</b>   |  |                         | <b>Essential / Desirable</b> |
| <b>Knowledge (including experience &amp; qualifications)</b>  |  |                         |                              |
| Qualification in events management, marketing, or PR related discipline (or demonstrable equivalent knowledge)                          |  |                         | D                            |
| Relevant experience of planning, organising and on the day management of events, including all logistical aspects and meeting deadlines |  |                         | E                            |
| Relevant experience in customer-facing role and clear understanding of customer service principles.                                     |  |                         | E                            |
| Budgetary control experience – keeping accurate records, monitoring spend against budget  |  |                         | D                            |
| Experience of developing written communications plans   |  |                         | D                            |
| Experience of learning and using bespoke IT systems   |  |                         | E                            |
| Experience of running online events   |  |                         | D                            |
| Experience of analysing and collating outcomes into reports and presenting findings   |  |                         | E                            |
| Excellent knowledge of IT packages, including Microsoft Office  |  |                         | E                            |
| <b>Skills</b>   |  |                         |                              |
| Able to communicate effectively with all levels of staff internally and externally  |  |                         | E                            |
| Strong written communication skills   |  |                         | E                            |
| Strong administrative and organisational skills   |  |                         | E                            |
| Outstanding planning and time management skills   |  |                         | E                            |
| Excellent prioritisation skills, including managing multiple tasks with conflicting deadlines   |  |                         | E                            |
| Proven ability to drive projects forward  |  |                         | 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                            |
| Strong numeracy skills  |  |                         | E                            |
| <b>Attributes</b>   |  |                         |                              |
| Accurate with close attention to detail   |  |                         | E                            |
| Personable and confident  |  |                         | E                            |
| Creative approach   |  |                         | D                            |
| Persistence with the ability to complete tasks  |  |                         | E                            |
| Motivated self-starter with initiative  |  |                         | E                            |
| Due to the requirements of the role, availability for out of hours and weekend work as required   |  |                         | E                            |
| Ability to undertake occasional UK-wide travel  |  |                         | E                            |