

Role Profile

Role	Events Manager	Location	Homebased, UK Nationwide
Accountable for	N/A	Accountable to	Events Lead
Core Anchor Level	Support	Travel	Frequent
DBS check	N/A	Salary Grade	Salary Circa £35,100 per annum (inner London weighting £3,950 per annum or outer London weighting £2,457 per annum may be applied in accordance with where you live) Grade D
Contract Type	12-month Fixed term (Maternity Cover)	Hours	35 hours per week

Overall purpose and impact

Reporting to the Events Lead, the Events Manager leads the day-to-day delivery of the Stroke Association's UK-wide events portfolio, ensuring events deliver measurable value against organisational priorities, audience needs and income targets.

The role is responsible for the planning, delivery and evaluation of a diverse range of events, including conferences, fundraising and supporter events, external and residential meetings, and virtual and hybrid activity. Working in partnership with internal product owners and supported by the wider Events Team, the Events Manager takes ownership of a defined portfolio of events, ensuring high-quality delivery, effective use of resources, compliance with best practice, and continuous improvement informed by insight and evaluation.

Through strong collaboration, supplier management and leadership of Events Officers, the role ensures events are delivered safely, efficiently and to a consistently high standard, contributing to income generation, engagement and the reputation of the Stroke Association.

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Responsibilities	Measured through delivery of
To develop, implement and manage a programme of insight-led events that meet identified professional, beneficiary and supporter audience needs, including income-generating events, meeting briefs, key performance indicators and budgets as set by product owners	Team Charter; Directorate Charter; Annual objectives
Develop and maintain effective working relationships with product owners across the organisation, to understand the best ways to support their events. This includes other internal supporting teams to ensure the effective delivery of events, including, but not limited to Digital Marketing, Supporter Relations, Media & PR, Creative, Distribution, Health & Safety, IT, Data and Evaluation.	Team Charter; Directorate Charter; Annual objectives
Develop and implement robust mechanisms for monitoring and evaluating the impact of Stroke Association events. Using data to drive forward our events portfolio ensuring learnings are implemented not just at the next instance of that event being delivered but also across the entire events portfolio.	Team Charter; Directorate Charter; Annual objectives
Work alongside the Events Lead to support product owners to identify when it is necessary for an event to be an event and when other options are open to them. This includes working alongside senior leaders at key points of the product development cycle e.g. at development, evaluation, recommendations, etc, to provide direction and logistical management of audience-led, strategically aligned events.	Team Charter; Directorate Charter; Annual objectives
Manage, monitor and report on event budgets, where required provide information to product owners or the Events Lead for budget setting, and other performance indicators for the events and/or products within our portfolio. Support the Events Officers & the product owners to achieve event KPIs.	Team Charter; Directorate Charter; Annual objectives
Champion innovation throughout our events portfolio and remain up to date with event management trends, legislation, innovation and processes and implement in the events programme. Providing recommendations to the Product Owners for review, and support to Events Officers.	Team Charter; Directorate Charter; Annual objectives
Ensure compliance with the organisation's frameworks and comply with event legislation, regulation and best practice. Particularly being responsible for the Health & Safety	Team Charter; Directorate Charter; Annual objectives

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requirements for the events the team are responsible for delivering include compliance to GDPR, and ensuring relevant financial procedures are followed. Acting as the Events expert to provide insight and knowledge to write, review and update events related policy and practice as required by the organisation	
To work alongside product owners to develop strong stewardship moments through an event attendees experience with the organisation. Identifying key audiences to build relationships with to ensure the effective delivery of the events portfolio as well as strengthening the organisations prominence in the supporter's mind.	Team Charter; Directorate Charter; Annual objectives
To manage the contracts and relationships with key external suppliers and contractors, ensuring that delivery is to the highest standard, while negotiating costs and contract terms as required.	Team Charter; Directorate Charter; Annual objectives
To build and develop an effective team through line management, performance management, event evaluation, coaching, training and development opportunities as appropriate	Team Charter; Directorate Charter; Annual objectives
Work with internal teams to ensure that enquiries, complaints and compliments are managed w an appropriate and timely way and that we learn from them to continually improve.	Team Charter; Directorate Charter; Annual objectives
To project manage our largest events, including our owned fundraising challenge events and the UK Stroke Forum, a conference committed to promoting multidisciplinary stroke research and education, as well as other events as required by the organisation.	Team Charter; Directorate Charter; Annual objectives

Person Specification – below is listed all of the essential / minimum criteria for the role
Willingness to undertake training and continuous professional development
Experienced events professional with excellent knowledge of event management protocols and regulation.
Experienced marketing professional with experience of managing marketing campaigns
Strong understanding of event processes across the sector and what drives success
Excellent working knowledge of event cycles from insight-led development to review and/or retirement
Excellent working knowledge of event legislation and regulation
Experience of budget reporting working alongside product owners
Able to take innovative approach and consider how to apply best practice

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Experience of using data and insight to monitor, and where necessary adapt, plans to achieve annual targets
A skilled relationship builder, able to forge & maintain professional relationships internally & externally and work as part of a team
Able to understand and use information effectively, interpreting it and communicating it to achieve a goal
An accomplished influencer, able to communicate effectively, verbally (virtually & in person) and in writing
An experienced leader who is well-practised in motivational management