

## JOB OUTLINE

<b>Job title:</b>	<b>Head of Events</b>
<b>Job ref:</b>	<b>HFL1454</b>
<b>Hours:</b>	37 per week
<b>Salary band:</b>	Band 6: £45,000 - £50,000FTE per annum + benefits
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Director of Operations & Technology
<b>Team:</b>	Operations and Technology
<b>Location:</b>	Hybrid working consisting of remote working and a minimum of 2 days per week at our Head Office in Stevenage, Hertfordshire.

## OUR COMPANY

HFL Education (Formerly Herts for Learning) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HFL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

## JOB CONTEXT AND PURPOSE

This is an exciting time to join our Operations and Technology Team. HFL Education has recently completed a major strategy review, hired a new executive team, developed a new branding approach and acquired a new training and learning management platform. The new Head of Events will play a critical role in redefining the events strategy and driving change to deliver outstanding events on a national level, which create commercial value and positive impact on the education sector.

## MAIN AREAS OF RESPONSIBILITY

### Events Strategy Setting & Reporting:

- create and oversee our full events strategy and targets for the next three years to deliver HFL Education's ambitious new strategy of Thrive Local Grow National.
- assess HFL Education's positioning by conducting market mapping of events and conferences.
- Develop, evaluate and update stakeholders with effective, regular MI on event sales, profitability and delegate numbers.

### Events team management:

- lead and develop an effective and efficient events team capability by providing action plans, targets, training, strategies, and projects.
- ensure the team delivers a friendly, professional, and consistently high-quality customer service.
- motivate and inspire direct reports to lead their teams to success conducting regular coaching and mentoring sessions.
- hire, train and develop new colleagues to meet organisational needs.

### Events Delivery:

- define and deliver world-class online and offline events, that raise brand awareness, positively impact the education sector as well as generate commercial value.
- quickly develop and implement event management policies and process improvements, including change of digital platforms.
- oversee budgets, vendor negotiations, exhibition sales and sponsorship deals.
- evaluate event feedback surveys, generate new, innovative ideas and drive adoption of customer experience practices, which ensure we continue to stay ahead of key competitors.
- continually monitor and remove obstacles to drive first contact resolution and enhance customer satisfaction.

### Building Collaborative Relationships:

- work closely with OAT leadership team peer group to set clearly defined standards.
- collaborate with wider HFL advisers and business leaders to seamlessly deliver best-in-class events.
- work in partnership to oversee the production of all event marketing materials.
- network and create connections with education sector specialists and speakers.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

## PERSON SPECIFICATION

### Knowledge and Experience:

- A proven track record of building, mentoring and coaching a team as well as driving a high-performance culture.
- A proven experience in delivering end-to-end B2B conferences and events both in-person and using virtual event platforms.
- Experience in setting a strategy, improving event operations, executing processes, managing budgets, and overseeing vendor negotiations
- Have expertise in leading teams successfully through a change
- Creating outstanding customer experiences.

### Skills and abilities:

- A strategic thinker with the ability to comprehend a broad view of the business, industry, and competitive operating environment to anticipate and plan for future
- Passionate and knowledgeable about delivering outstanding digital and face-to-face events
- Organised, diligent, hard working with exceptional attention to detail
- Able to create and set clear project plans which are executed on-time
- Possess excellent communication skills with audiences at all levels
- Possess strong problem-solving skills and the ability to think creatively and drive innovation
- Have the courage and the determination to challenge current processes

- Excellent capability in using Microsoft packages and digital platforms
- Possess strong commercial acumen

## EQUAL OPPORTUNITIES

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HFL is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Anti-racist position statement](#) which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

## DISCLOSURE AND BARRING SERVICE

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview, you will receive more information.

## HEALTH AND SAFETY

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

## INTELLECTUAL PROPERTY RIGHTS

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

## APPLICATION PROCESS

For an informal discussion regarding the role, please contact Reem Al Rasheed, our Operations and Technology Director via email through [lauren.phipps@hfleducation.org](mailto:lauren.phipps@hfleducation.org)

To apply, email [Ben@brandrecruitment.co.uk](mailto:Ben@brandrecruitment.co.uk) at Brand Recruitment with an up-to-date CV along with a cover letter to include responses to the following questions:

1. Please give us an example about a time when you led your team through a change.
2. Please describe the most significant challenges you faced leading an event/conference and how you overcame it.

As part of our move towards eradicating unconscious bias within the recruitment process, we will be anonymising your forms.

Brand Recruitment will be managing the recruitment process for this role so please feel free to contact [Ben@brandrecruitment.co.uk](mailto:Ben@brandrecruitment.co.uk) with any queries.

To help HFL make sure our policies and working practices are inclusive and non-discriminatory we would like you to complete the HFL equal opportunities form. This will not be stored with your application and will only be utilised by HR.

**This job advert may close as soon as sufficient applications have been received. To make sure you don't miss out on this great opportunity, please submit your application as soon as you can.**