

Post Details		Last Updated: 09/01/2025	
Faculty/Administrative/Service Department	Advancement		
Job Title	Events Officer		
Job Family	Professional Services	Job Level	4
Responsible to	Alumni Relations Manager		
Responsible for (Staff)	N/A		
<b><u>Job Purpose Statement</u></b>			
<p>The post holder plays a key role in developing and creating a successful annual calendar of advancement events and then managing the operational implementation of this programme. The overarching aim of this events calendar is to cultivate relationships with Donors and Alumni, both in the UK and worldwide, to engage them with the University of Surrey. When done successfully, this work helps to develop long-lasting relationships with these important stakeholder groups. The events programme spans reunions, networking events, lectures, dinners and formal overseas gatherings and fundraising functions.</p> <p>In addition, the post holder is responsible for helping to ensure that University events processes and procedures are adhered to and that high standards of delivery are maintained at all times.</p>			
<b><u>Key Responsibilities</u></b>			
<ol style="list-style-type: none"> <li>1. Plan, implement, manage, promote and evaluate an annual Advancement events programme from concept to completion including reunions, networking events, receptions, lectures, dinners and formal overseas gatherings and fundraising functions.</li> <li>2. To design events which support strategic objectives and target priority audiences by developing creative programmes. Ensuring that evaluation is carried out as standard.</li> <li>3. To develop and maintain positive, strong and effective relationships with key University departments and external suppliers to be able to maximise on opportunities and negotiate the best and most cost-effective budgetary solutions.</li> <li>4. Maintain and cascade effective administrative processes for events to ensure best practice in budgeting, the management of any data obtained via the events programme and post event follow up.</li> <li>5. Provide additional support to the Alumni Relations Manager as and when required.</li> </ol> <p><b>N.B. The above list is not exhaustive.</b></p>			
<b>All staff are expected to:</b>			
<ul style="list-style-type: none"> <li>• Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.</li> <li>• Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.</li> <li>• Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.</li> <li>• Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.</li> <li>• Undertake such other duties within the scope of the post as may be requested by your manager.</li> <li>• Work supportively with colleagues, operating in a collegiate manner at all times.</li> </ul>			
<b>Help maintain a safe working environment by:</b>			
<ul style="list-style-type: none"> <li>• Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.</li> <li>• Following local codes of safe working practices and the University of Surrey Health and Safety Policy.</li> </ul>			
<b><u>Elements of the Role</u></b>			
<b><u>Planning and Organising</u></b>			
<ul style="list-style-type: none"> <li>• The post holder will be expected to work with colleagues from across the University to ensure the successful planning, management, co-ordination, promotion, evaluation and implementation of a varied and creative events programme which helps to meet the strategic goals of the Department and wider University.</li> <li>• The post holder will work on a range of projects concurrently and must therefore operate flexibly and react positively to changing circumstances and requirements.</li> </ul>			

- The post holder will need to demonstrate excellent customer service skills and a confident communication style to develop strong and positive working relationships with individuals and departments within the University.
- The post holder will also need to have excellent organisational, planning and project management skills with a high level of attention to detail in their work.

#### **Problem Solving and Decision Making**

- The post holder must also be able to foster relationships with external venues and suppliers as appropriate and be able to negotiate favourable costs. They will be required to work on projects that affect the wider reputation of the University of Surrey through the delivery of high-profile events. The post-holder should have significant experience in high-level event management.
- The post holder may provide advice and solutions to routine day-to-day problems within the Advancement Team. Resolution for these issues will usually be found by referring to their previous experience of similar problems or through referring to University policies and procedures. The post holder is expected to suggest improvements to current working methods or systems, building upon their successes and challenging approaches that are less effective, and advising the Alumni Relations Manager where there are specific issues which need to be addressed. They are expected to take a pro-active approach to identifying ways to address these issues and to implement them under the guidance of their line manager.
- The post holder will work within established processes and procedures with minimum day-to-day supervision in the organisation and delivery of their work. There is scope for the post holder to apply judgement and use their initiative when managing their workload. They will also have the freedom to work in a proactive manner and to decide how to achieve the required result, generally based on their own judgment and experience. The post holder will, however, receive strategic guidance and regular support from their line manager.

#### **Continuous Improvement**

- The post holder will be expected to continually seek to improve the events they run, and the event planning processes to improve operational efficiency and service quality. The post holder will be active in seeking internal and external feedback/evaluation for events, ensuring success and KPIs are clearly defined at the outset of each project.
- With a in budget mind, they will also be expected to consider ways of ensuring value for money without compromising on quality, factoring in the possibility of income generation where possible.
- The post holder is expected to take a creative approach to their work, as they will manage the development of informative, attractive and effective promotional material to publicise and maximise on events attendance (where applicable). They are also expected to continually look for ways to improve the promotion of activities within the University and across the Donor and Alumni audience.

#### **Accountability**

- The Events Officer will work within established University processes and procedures with minimum day-to-day supervision. They will also be familiar with the University's brand guidelines and ensure that they are adhered to in an events context.
- There is scope within this role for the post holder to apply judgement and initiative when managing their workload.
- They will be expected to report on their progress in weekly meetings with their line manager at which point there will be an opportunity to ask questions and discuss challenges.
- They will also be expected to attend and lead on events outside of normal working hours as a core part of their remit.

#### **Dimensions of the role**

- The Events Officer will not have any direct reports of their own, but they may be required to supervise students on internships, temporary staff and/or members of the wider Advancement Team and internal colleagues in a project management capacity.
- The post holder is in charge of the day-to-day administration of the Advancement events programme, including the effective management of project budgets and updating of the website and alumni database (in conjunction with the Data and Insights Team.) As the work includes regular use of database and web programmes, the post holder must be computer literate and ensure they remain up to date with any relevant technical programmes.
- The Events Officer is responsible for the successful delivery of tens of medium and large-sized events that are held through the course of the academic year.

#### **Supplementary Information**

- The Events Officer will be expected to attend events outside of normal working hours as a core part of their remit. Some international travel may be required.
- Customer service should always be forefront of event planning and the post holder will be expected to help develop a series of processes and procedures to ensure good customer service is upheld.
- The Event Officer will oversee the management of all event bookings - meaning regular telephone, email and postal contact with our customer base, which includes alumni and friends of the University - and will be expected to use these opportunities to build on relationships and identify opportunities that arise from them, which should in turn be communicated to relevant members of the department or University.

- As well as acting as an event organiser the post holder will form part of the event hosting team and will be expected to have a good knowledge of the University's current developments and objectives so that they can contribute to conversations with alumni that help to build and cultivate knowledge and support.

### Person Specification

#### Qualifications and Professional Memberships

Degree level, HND, NVQ 4 or equivalent in relevant subject/relevant formal training, plus a number of years' experience in similar or related roles

Or:

Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge

E

Relevant professional membership

D

#### Technical Competencies (Experience and Knowledge)

**Essential/  
Desirable**

**Level  
1-3**

Experience of running successful events from concept to completion

E

3

Experience of using a customer management or fundraising database

E

2

Operational knowledge of approaches central to the running of events such as organising staging, catering, temporary structures, AV equipment, designing and managing display equipment, signage, invitations and programmes, financial management and working with external contractors.

E

3

Working knowledge of health and safety regulations

E

2

Experience of Higher Education sector

D

n/a

Experience of managing project teams

D

n/a

#### Special Requirements:

**Essential/  
Desirable**

Flexibility to work outside of core office hours (including evening, weekends and bank holidays)

E

The post-holder is key to the preparation and the delivery of University Graduation Events and annual leave should not normally be taken during this period (April & July *dates tbc*).

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**Core Competencies** This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.

**Level  
1-3**

Communication

3

Adaptability / Flexibility

2

Customer/Client service and support

2

Planning and Organising

3

Teamwork

3

Continuous Improvement

2

Problem Solving and Decision Making Skills

3

Leadership / Management

2

Creative and Analytical Thinking

1

Influencing, Persuasion and Negotiation Skills

2

Strategic Thinking

1

This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.

### Organisational/Departmental Information & Key Relationships

The role requires regular liaison with the entire Advancement team and for the post holder to be a strong team player, as well as able to work under their own initiative. They will work the rest of the Advancement team to identify fundraising opportunities at events and develop specific donor events and activity.

### Department Structure Chart

### Relationships

#### Internal

- All colleagues within Advancement
- External Engagement Team
- Vice-Chancellor's Office
- Colleagues in the three Faculties
- Hospitality & Catering
- Conferencing
- Careers
- Widening Participation
- Surrey Sports Park
- Estates & Facilities

#### External

- University of Surrey alumni, retired staff, honorary graduates, donors and potential donors
- External philanthropic partners (e.g. trusts, foundations and corporate partners)
- Other external venues e.g. hotels and conference spaces