



# CANDIDATE PACK FOR HEAD OF INSTITUTIONAL EVENTS

**Imperial College  
London**



# WELCOME

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Dear Applicant,

Thank you for your interest in the Head of Institutional Events at Imperial College London.

Imperial is a world renowned university with a unique history, magnificent track record of achievements and a distinctive profile. Our dedicated staff are constantly generating and harnessing new knowledge and technologies to make our world healthier, smarter, safer and more prosperous and sustainable. Our valued partners help us to deliver benefits to society through our research and education.



Our mission, to achieve enduring excellence in research and education in science, engineering, medicine and business for the benefit of society, is more important than ever. Imperial was recently ranked top in the UK overall for research, with a greater proportion of world-leading research than any other UK university. These results underscore our position as a world-class research university and reinforce our dedication to advancing knowledge and addressing global challenges.

We are actively developing a refreshed strategy for the future which will capture our vision and ambition for the next 10-20 years. We look forward to launching our new strategy at the President's Address in December 2023, which will establish a roadmap to guide our decision-making and investments, and, importantly, to inspire others to join us, partner with us and invest in us.

Our Head of Institutional Events will be pivotal in this endeavour and will play a central role in shaping our event strategy, engaging stakeholders, expanding our supporter base, and leading a diverse range of events for our various audiences. This role is a unique opportunity to lead our vibrant and high-profile institutional events programme, in support of our wider organisational objectives. The post holder will understand how to develop and deliver events that are geared towards furthering Imperial's agenda and work closely with colleagues in the Public Affairs and the President's Office to achieve this.

We are looking for a talented individual with a background in multistakeholder event management, ideally gained within the government, think tank, corporate or the not-for-profit sectors. With strong leadership skills to manage and guide a small team, you will possess excellent interpersonal skills, and a depth of expertise in relationship management, ideally within a large, complex organisation. You will also bring exceptional organisational capabilities and experience in strategic planning along with a highly collaborative style.

If you believe you have the personal qualities, skills and experience we are looking for, we very much look forward to hearing from you.

**Amanda Wolthuizen**  
**Director of Public Affairs/Chief of Staff to the President**



## ABOUT US

Our mission is to 'achieve enduring excellence in research and education in science, engineering, medicine and business for the benefit of society'.

Imperial College London is the UK's only university focussed entirely on science, engineering, medicine and business. We are home to 17,000 students and 8,000 staff, award over 6,700 degrees every year and an international community attracting undergraduates from more than 125 countries.

Located in the heart of London, our main London campus in South Kensington, with our hospital campuses located nearby in West and North London. We also have Silwood Park in Berkshire and state-of-the-art facilities in development at our major new campus in White City.

Imperial focuses on the four main disciplines of science, engineering, medicine and business and is renowned for its application of these skills to industry and enterprise. We work in a multidisciplinary and diverse community for education, research, translation and commercialisation, harnessing science and innovation to tackle the big global challenges our complex world faces.

Our students are in high demand from employers, we are consistently rated amongst the world's best universities with an international reputation for excellence in teaching and research and committed to developing the next generation of researchers, scientists and academics through collaboration across disciplines.

Imperial is home to the greatest concentration of high-impact research of any major UK university, holds a Silver Athena Swan award, which recognises advancing women's careers in science, technology, engineering, maths and medicine in academia and distinguished members of the College have included 14 Nobel laureates.

## OUR VALUES ARE



All our staff are expected to follow the [Imperial Values & Behaviours framework](#).

## USEFUL LINKS

To find out more about who we are and what we do, visit <https://www.imperial.ac.uk/about/>

To read more about the purpose and vision of our new strategy, visit <https://www.imperial.ac.uk/strategy/2023/>

# THE ROLE

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**Accountable to:** Director of Public Affairs and Chief of Staff to the President

**Responsible for:** Institutional Events Manager and Events Marketing and Communications Officer

## SUMMARY

Lead the College's busy and high-profile programme of institutional events which aims to promote the College, engage friends and stakeholders in the life of the College and strengthen and enlarge our supporter base.

Work closely with senior and other professional staff in College to oversee the strategy for events including:

- Major events hosted by the President
- Special/named lectures and inaugural lectures
- Events of institutional significance
- VIP visits to the College.

Understand and programme events for the range of College audiences, including staff, students, alumni, donors, funders, partners, policy makers, collaborators, media and the general public.

Ensure the success of the programme in engaging these audiences is monitored and evaluated, and insights inform improvements to our programme.

Ensure appropriate collaboration and support for colleagues across Imperial who deliver events, sharing best practice and advice.

## KEY WORKING RELATIONSHIPS

Internal: Senior academic leaders and academic colleagues, Faculty and Departmental representatives, the College's Professional Services divisions, Campus Services and the Imperial College Union.

External: Staff at external organisations that are involved in College events, VIPs, alumni, external suppliers and venues.

## KEY RESPONSIBILITIES

### Events Leadership

- Develop an annual events programme to support the College strategy and most effectively engage our key audiences and stakeholders.
- Work in close conjunction and collaboration with relevant College functions, and ensure that the plans are communicated widely, appropriately and updated regularly.
- Ensure the programme and events support overall is flexible enough to enable the College to respond to opportunities to host events which may arise at relatively short notice, such as VIP visits, which help to develop and optimise relationships of strategic importance and build upon Imperial's profile.
- Liaise with senior staff from across the College to discuss opportunities and ideas for events and agree priorities for delivery with the Director of Public Affairs and Chief of Staff.
- Ensure senior College stakeholders are appropriately consulted and informed of key developments with College events.
- Oversee the continued development of events standards and policies with events staff and ensure that the tools and resources provided for other events professionals across College are updated to reflect current guidance and are reviewed regularly.

## Oversight of event delivery

- Monitor the progress of the events delivered by the Institutional Events team across the year, regularly communicating progress internally, and identifying any challenges early escalating issues of concern where necessary.
- Lead planning discussions with senior staff to determine the requirements for events and ensure sufficient planning and implementation are built into event project plans.
- Manage the interdependencies of events which support wider College objectives e.g., staff recognition, and to lead the engagement with stakeholders across the College in decisions impacting these events.
- Oversee the execution of the Institutional Events programme to a high quality and ensuring that all events support the College strategy, including:
  - Effective marketing and communications of events that target the widest possible relevant audiences and enhance the College's profile and reach.
  - Briefings and materials are comprehensive, timely and follow best practice.
  - Ensure all relevant members of staff, and particularly senior staff, are fully briefed with important facts on attendees, programme detail and context before they attend events in order to capitalise upon relationships and so that personal contact is optimised.
  - Post-event capture of intelligence, and the follow up that may be necessary, so as to build upon the personal contacts which have been made.
- Ensure that qualitative and quantitative data and information are gathered and maintained, which assists with event analysis, future planning and quality control.
- Evaluate the success of individual events and the programme overall, using clear metrics and KPIs and evolving the programme in response to key learnings.
- Ensure that stakeholder contacts databases are interoperable with other teams and accurately maintained

## Leadership and management

- Foster a sense of common purpose for the team, providing leadership, direction and motivation.
- Ensure that the team is appropriately structured, members are well managed, have objectives and targets as required, fully trained and have opportunities for development to fulfil their potential.
- Quickly respond to changing resourcing requirements e.g., upskilling staff in new areas (e.g., digital production) or seeking freelance or temporary support where necessary.
- Ensure that the team handles, stores and uses confidential information sensitively and in line with legislative requirements.
- Provide a clear leadership role in relation to 'Imperial Expectations' and equality and diversity.
- Responsibility for the Events team's financial planning, resource purchase and allocation, and for monitoring financial performance.
- Ensure that the team has access to the most up-to-date equipment and technology in order to help meet the objectives set in the events strategy.

## Other duties

- Observe and comply with all College policies and regulations, including the key policies and procedures on Confidentiality, Conflict of Interest, Business Continuity, Data Protection, Equal Opportunities, Ethics related, External Interests, Financial Regulations, Health and Safety, Imperial Expectations (for leaders, managers and supervisors), Information Technology, and Smoking.
- To undertake specific safety responsibilities relevant to individual roles, as set out on the College Health and Safety Structure and Responsibilities web page: [www.imperial.ac.uk/safety/policies/organisationandarrangements](http://www.imperial.ac.uk/safety/policies/organisationandarrangements).
- To undertake [Business Continuity responsibilities](#) relevant to individual roles

# PERSON SPECIFICATION

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In your application, please refer to Part One of the Person Specification set out below. Part Two will be explored at final interview stage for selected candidates.

## PART ONE

### QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE

- Educated to degree level or equivalent
- Significant expertise in event management, ideally gained within the higher education or the not-for-profit sectors.
- Experience of successfully leading a team
- Significant experience of successful stakeholder engagement and management in complex and demanding scenarios
- Experience of close working with senior staff
- Experience of working in a large, complex organisation
- Experience of working across cultures and with a demonstrable commitment to equality, diversity and inclusion
- A strong understanding of the principles of relationship management, and specifically, how events can underpin them
- Well-developed understanding of the ethos of an academic institution and the priorities of academic staff, or a demonstrable ability to understand the working environment very quickly
- Experience of relational databases (e.g. Raiser's Edge or similar software)
- Comprehensive understanding of the General Data Protection Regulation and its application, ideally in a fundraising/alumni relations environment (desirable)
- Experience of leading large-scale events over at least 1,000 attendees (desirable)

## PART TWO

### SKILLS, ABILITIES AND BEHAVIOURS

- Proven staff leadership capabilities and strong management skills
- Creative, analytical and able to resolve problems
- Well-honed interpersonal skills
- Well-developed judgement
- Diplomatic and politically astute
- Collaborative and able to build and sustain effective working relationships
- Able to operate within a complex, changing and sometimes ambiguous environment.
- Well-honed attention to detail, and ability to operate with precision at pace
- Able to operate within a complex, changing and sometimes ambiguous environment.
- Able to perform effectively under pressure with excellent personal organisation and time management skills
- Able to produce clear and concise written material
- Sound financial planning and budget management
- Able to enthuse, inspire and communicate well



# TERMS OF APPOINTMENT

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## REMUNERATION

Up to £75,000 per annum.

## LOCATION

South Kensington Campus, London, SW7 2AZ.

This is a hybrid role, which can be performed through a combination of remote working (UK only) and working onsite.

Staff working in roles that are suitable for hybrid working will normally be expected to work 60% of their time onsite.

Hybrid work patterns will vary across the College and there will always be the need for flexibility from individuals to ensure operational requirements continue to be met and the delivery of work is maintained. Hybrid workers may be required to work onsite for a greater or lesser number of days in any given week, as operational requirements fluctuate and change.

## REWARDS AND BENEFITS

For details of our employee benefits see <https://www.imperial.ac.uk/jobs/benefits/>

## ADDITIONAL INFORMATION

Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Imperial College is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow the [Imperial Values & Behaviours framework](#).

In addition to the above, employees are required to observe and comply with all College policies and regulations.

We are committed to equality of opportunity, to eliminating discrimination and to creating an inclusive working environment for all. We therefore encourage candidates to apply irrespective of age, disability, marriage or civil partnership status, pregnancy or maternity, race, religion and belief, gender reassignment, sex, or sexual orientation. We are an Athena SWAN Silver Award winner, a Disability Confident Leader and a Stonewall Diversity Champion.

## HOW TO APPLY

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We hope you will consider making an application to become our new Head of Institutional Events. To apply, please provide:

- a CV (no more than three sides) or equivalent biographical information
- a covering letter (no more than two sides) that responds directly to Part One of the Person Specification.
- please tell us if there are any dates during the selection process (outlined below) when you would not be available to participate.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

<b>Closing date:</b>	Friday 3rd November 2023
<b>Agreement of the final shortlist, and candidate notification:</b>	Friday 10th November 2023
<b>Final stage interviews for selected candidates:</b>	Friday 17th November 2023