



Information pack

# Events manager

April 2019

## **1. Introduction**

Green Alliance is a charity, independent think tank and advocate, committed to achieving a greener future. We believe that ambitious political leadership is the route to change at the speed and scale necessary.

We play a central role in shaping the natural environment, energy and resources agendas in the UK and are known for our cross party influence and the clarity of our insights.

The high quality of our work, our experienced team and our collaborative approach have enabled us to develop excellent relationships at the highest levels, with political parties, businesses, NGOs and academia.

## **2. About Green Alliance: our vision and strategy**

Our vision is for a green and prosperous UK. A country with a healthy environment, beautiful landscapes and flourishing nature, where the zero waste economy is built around thriving green businesses, and where everyone benefits from affordable high quality food, energy efficient homes and sustainable transport.

Green Alliance's unique role on environmental policy and politics is more important now than it has ever been. We are helping the environment sector respond to Brexit, providing space for new thinking and offering policy solutions to major challenges such as decarbonisation and plastic pollution.

Our current work is guided by our 2018-21 strategy, which states that we will:

- Build political support for a vision of a green and prosperous UK, based on the highest environmental and social standards, in which clean growth and environmental leadership contribute to the UK's competitive advantage.
- Secure new laws and governance arrangements to ensure strong environmental protections after Brexit, including advocating for a strong and ambitious Environment Act to underpin investment in the environment and people's wellbeing.
- Generate new ideas for world class environmental policy.

Further details of our strategy, annual report, work programme and recent activities are at [www.green-alliance.org.uk](http://www.green-alliance.org.uk)

### **3. The role**

Green Alliance is a small environmental think tank and charity with a reputation for punching above its weight. We run a core events programme which, in most years, includes an annual debate in the autumn and a summer reception. This year, as we are celebrating our 40<sup>th</sup> anniversary, we will be holding a major event late in 2019 along with a series of three smaller networking events throughout the year.

The events manager is an important member of the communications team, as first point of contact with our senior stakeholders for events. They are responsible for the successful planning and execution of core events and also support the policy team in running their workshops, seminars and panel debates. This role is vital in upholding our reputation and brand values, and in growing our audience. The post holder is also in charge of Green Alliance's contacts database, an essential support resource for the organisation.

Green Alliance is an ambitious, collaborative and considerate organisation. We are proud to be a progressive employer, supporting work-life balance, equality and diversity and providing a friendly working environment.

### **4. Position in organisation**

The post holder reports to the head of communications, and works in consultation with senior management on event planning and with policy staff. The event manager can rely on additional support from our team of graduate assistants in preparing events, as well as the full staff team who represent the organisation at our events.

## 5. Key tasks

### Events management:

- Manage Green Alliance core events programme, assist staff as required on their specialist events and be the first point of contact for all event enquiries.
- Targeting relevant audiences and managing invitee and attendee lists, as well as managing the booking process using Eventbrite.
- Liaising directly with speakers regarding logistics and content, and producing briefings.
- Devising and producing appropriate event promotional materials.
- Researching, booking and liaising with venues, arranging catering and other event services within budget.
- Managing events on the day, including directing staff roles in advance of and during the event.
- Manage the forthcoming events schedule and communicate this to staff and trustees.
- Evaluate event outcomes in line with organisational and project objectives; gather information and feedback the analysis to staff and board: including invitation uptake and audience profiling.
- Develop and improve events management systems and processes, including innovation around event communications.
- Ensuring that events meet Green Alliance's environmental criteria and are organised according to best value principles;
- Research, develop and maintain events resources and policies for use throughout the organisation.
- With the office manager, organise internal staff events, including the Christmas party, strategy away days and other internal learning events, such as our lunchtime seminar series.

### Database management:

- Manage the current contacts database, ensuring it is up to date and accurate.
- With the operations director and office manager, oversee the implementation of a new contact management system, which is in the early stages and scheduled for completion in December 2019.
- Train staff on how to use the database and maintain protocols to ensure ongoing data integrity.
- Keep abreast of GDPR and support staff to ensure Green Alliance is compliant.

### Other:

- Hold a company credit card and assist staff with bookings for travel, accommodation etc.
- Provide any other support which may reasonably be requested to be undertaken within the scope of this post.
- Participate in organisation planning and strategy discussions.

Due to the nature of the role the post holder will be required to work some early mornings and evenings for time off in lieu.

## 6. Skills and competencies

### Essential

- Excellent interpersonal skills: confidence dealing with external audiences at senior levels: approachable, articulate, positive and flexible.
- A convivial communicator, with a good understanding of the value of good contact relations.
- The ability to work effectively under own initiative and as part of a team.
- Administrative competence: high standards in relation to accuracy and attention to detail.
- Event planning and management experience including estimation and budgeting.
- Excellent drafting skills for communication and publicity.
- Good organisation skills, including prioritising workload effectively to meet deadlines.
- Good Microsoft Office skills, particularly Access.

### Desirable

- Interest in environmental issues.
- Knowledge of non-profit sector.

## 7. Terms and conditions

Terms:	This post is advertised as a permanent part time position at four days or 28 hours per week. We are very happy to consider flexible working arrangements.
Starting salary:	£26,007 (£32,509 pro rata).
Start date:	Not fixed, but we would expect the successful candidate to be able to start within two months of accepting an offer.
Location:	Green Alliance's office is in Pimlico and is fully accessible.
Hours:	28 hours per week with some flexibility; the post holder would be expected to work the occasional evening or early morning for time off in lieu.
Holiday:	20 days per year (equivalent to 25 for full time position) in addition to statutory holidays and the period between Christmas and New Year.
Additional benefits:	Green Alliance aims to be a progressive and considerate employer and encourages employees to maintain a healthy work-life balance.
Pension:	Green Alliance provides an auto-enrolment pension with Aviva. All employees receive a pension contribution up to 7.5 per cent of gross salary which may be paid into this scheme or another of their choice.

## 8. Application process

Applicants should complete and return the application form on the Green Alliance website to [recruit1@green-alliance.org.uk](mailto:recruit1@green-alliance.org.uk). You should focus in particular on how you meet the person specification. Applications by CV will not be considered.

The closing date is **Friday 3 May at 12 noon**. Interviews for this post will take place in the week of 13 May 2019. If you have any queries or like an informal discussion about the role, please contact Karen Crane, head of communications.

Green Alliance welcomes applications from all members of the community. We strive to be an equal opportunities employer. We will accommodate special requirements wherever possible.

Please note that we can only accept applications from individuals with the right to work in the UK. We are unable to sponsor working visa applications.

