

Job Description

Events Manager



ENGLAND
HOCKEY

Job Title:	Events Manager
Location:	Bisham Abbey National Sports Centre, Buckinghamshire
Salary:	Competitive , plus benefits and the use of a company car
Hours:	All hours worked
Responsible to:	Head of Events

ENGLAND HOCKEY

England Hockey (EH) is the National Governing Body for the sport of Hockey in England and has income and expenditure of circa £9m p.a. It is responsible for the management and development of the sport from grass roots to elite activities.

This is a really exciting period for England Hockey as we've recently won the rights to host three major world level events starting with the Champions event in 2016 and culminating in the Women's World Cup in 2018. With the men's and women's EuroHockey Championships already secured for 2015, and a range of other high profile international and domestic events in our portfolio, we want to maximise the visibility potential, grow our fan base and develop our commercial partnerships. Putting on great events at our new Olympic legacy facility on Queen Elizabeth Olympic Park and at other venues is essential.

Following the London 2012 Olympic Games, we know that delivering success on the international stage stimulates the nation's pride in their hockey teams and, through the consistent hosting of major events; we will attract interest from spectators, sponsors and broadcasters alike. Through our portfolio of events we aim to inspire young people and adults to follow in the footsteps of their heroes and take advantage of the many opportunities to play and watch our sport.

England Hockey's vision is to become a '*Nation Where Hockey Matters*' through "providing inspirational leadership for all to fulfil their potential". The current focus for the organisation is delivery of its 5 objectives within the 2013 -2017 strategic plan:

- **Growth in participation** - Increase the number of people participating in hockey to ensure a vibrant and secure future for the sport
- **International success** - Continue to raise the performance bar of athlete and coach development to maintain world level standards and create positive role models for the sport
- **Increased visibility** - Deliver high profile quality domestic and international events that attract increased spectator numbers, TV coverage, and sponsorship
- **Enhanced infrastructure** - Enhance the playing experience by improving facilities, coaching, officiating and the support to volunteers, clubs and all our stakeholders
- **A strong and respected NGB** - Continue to maintain high governance standards and diversify sources of income to reduce reliance on grants

ROLE SUMMARY

To assist the Head of Events to deliver the England Hockey events programme. The Events Manager will work closely with other members of the Commercial team and across the

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organisation to achieve visibility and revenue targets, and deliver the highest standard of customer experiences.

REPORTS

The Events Manager will report to the Head of Events and will have two direct reports, the Events Officer and the Events Administrator.

KEY TASKS AND RESPONSIBILITIES

- Lead and manage the delivery of designated Level 2 events (see Appendix) and oversee the delivery of Level 3 events to ensure a high quality experience for all 8 customer groups identified by England Hockey
- Management of two direct reports in the Events Team to ensure they deliver their objectives and fulfil their potential
- Work closely with the Marketing and Communications teams to ensure the events receive maximum publicity and that revenue targets are met including maximising secondary event spend
- Working with the Marketing Manager to ensure events are on brand and that the customer journey from ticket purchase through to post-event research is easy, seamless and heightens the overall experience
- Work closely with the Competitions Manager to ensure events are delivered effectively to meet the needs of athletes and officials
- Work with the Communications Manager to deliver media requirements and event communications Manage event staffing including briefings and create an environment for them to perform optimally
- Manage England Hockey's venue overlay contractor and wider event operations including, catering, cleaning, technology and the last mile ensuring optimal customer experiences and operational efficiency
- Liaise with venue operators, suppliers and other partners to ensure successful event delivery
- Manage the sports presentation to enhance the spectator experience from an excitement and information perspective
- Oversee the delivery of the supplementary spectator activities such as the Fun Zones
- Manage relevant event P&Ls and deliver against these
- Arrange regular event management meetings and manage ongoing action plans
- Support the Head of Events in the delivery of designated Level 1 events
- Working with the Marketing Manager, plan and lead the delivery of experiential activities to meet England Hockey's participation objectives.
- Deliver the non-matchday event programme such as the Gala Award Dinner and Golf Days
- Deliver ad hoc events and deputise for the Head of Events when required
- Manage direct reports to support in the effective delivery of the above responsibilities in a 'can do' customer and commercially focused environment
- Any other reasonable management requests

PERSON SPECIFICATION

The Events Manager must demonstrate the England Hockey Brand Personality through their behaviours:

- Ambition
- Integrity
- Inspiration
- Focus

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Qualifications and Experience

- Proven event management experience and understanding of all aspects of sports events
- Understanding of the management of experiential activities and knowledge of the corporate events market
- Commercial acumen with experience of branding and revenue generating activities including ticketing
- Successful experience of budget responsibility and managing event P&L's
- Proven track record in management, operational planning and delivering against targets.
- Experience of customer journey mapping an understanding of good customer experience around events

Skills and Abilities

- Strong management skills with the ability to lead and work as part of a diverse team including suppliers and volunteers
- The ability to delegate responsibility effectively
- Customer-centric approach with high standards and attention to detail
- Strong communicator, able to clearly and accurately disseminate information, both written and spoken
- Creative approach to delivering sports presentation and the enhancement of the spectator experience
- Energetic, self-starter with developed interpersonal skills
- Able to remain calm and work effectively under pressure
- The willingness and ability to work unsociable hours
- Proficient at MS Office or equivalent packages

Please see Appendix for breakdown of Events.

To Apply:	Please submit your CV (maximum 2 pages) with a one page covering letter by email to: Michele Townsend (michele.townsend@englandhockey.co.uk) clearly identifying how your skills and experience are relevant to the requirements outlined in the job description. To apply by post, please send your CV and covering letter to Michele Townsend, HR Manager, England Hockey, Bisham Abbey National Sports Centre, Marlow, Bucks, SL7 1RR.
Closing Date:	Monday 9th June 2014, 5.00pm
Interview Date:	Tuesday 24th June 2014