

Head of Events

Job description and person specification

Key details

Job Title	:	Head of Events
Reporting to	:	Director of Network & Events
Direct reports	:	None
Status	:	Full time, permanent
Salary / Grade	:	£50,000 - £60,000 per annum / Head / Principal Officer
Location	:	New Local operates a 'work anywhere' policy and provides office workspace in the UK for those who require it. Applicants must have the right to work in the UK.

About New Local

***“An ABSOLUTELY INCREDIBLE bunch of change-makers.
New Local puts me and my team at the heart of an exciting movement
that’s genuinely transforming our relationships with our communities”***

Sandra Farquharson, Assistant Director, Royal Borough of Kingston upon Thames

***“It’s rare to work for an organisation as committed and positive as this one.
There’s an energy, focus and enthusiasm that runs through everything – from
the core mission of community power down to their innovative events”***

Simon Kaye, former team member, New Local

***“We recruit nice people and encourage them to be friendly, caring colleagues and the
senior management model this. Does this make us soft under performers?
Absolutely not. Our membership, revenues and impact grow every year. That’s
because what drives performance is not whip-cracking managers but clarity of vision,
a sense of shared mission and skilled, motivated people.”***

Adam Lent, Chief Executive, New Local ([view the Twitter thread](#))

New Local is the proud host of [Stronger Things](#), an annual event that’s become known as the place for equipping and inspiring those that believe the future of public services is community-powered (watch the videos from [2020](#) and [2022](#)).

The profile of this event has grown massively in recent years and we now want to take it to the next level. Our vision for Stronger Things 2023 is an international festival of community power, a must-attend for professionals and activists from across the globe.

We’re also eager to launch a second event under the Stronger Things banner, as well as work with our network of local authorities and other organisations to increase the income-generating events that help resource our work.

You and your role

This new role is an exciting opportunity for an events professional who wants to build on the work we've already done and make Stronger Things their own.

We're looking for someone who already has extensive experience of events planning, management and delivery. We need a doer as well as a thinker, not afraid to embrace both direction-setting strategic thinking as well as hands-on tasks.

As we move to make Stronger Things financially self-supporting you'll also need a strong track-record of growing income – a natural at starting and sustaining positive relationships with the fantastic organisations that support community power.

Our brilliant network and events team will support your work and, as the Stronger Things approaches, you'll be expected to lead staff from across the organisation as everyone pitches in.

Just as important as all the above is someone with the imagination and rigour to keep our events standing out. 'Keeping the quirky' might sound cheesy, but for us, it's a fundamental part of creating the warm, safe and fun space that enables people to share and learn with vulnerability.

Key tasks and responsibilities

Stronger Things

- **Envision and innovate** - Lead the conversation across our members, stakeholders and team about what they need from our flagship event. Use this to develop its theme and format, combining virtual and real-life aspects.
- **Plan & Deliver** - Do the legwork that's needed to deliver this event, including, managing budgets, attendee registration mechanics and supplier liaison.
- **Grow the audience** - Bring in new people from different sectors and communities as well as make our digital audience a global one.
- **Develop our income** - Bring in new sponsors and partners (and increase their opportunities for engagement) to help pay to the costs of this event.
- **Secure speakers with something to say** – Find us rock star speakers who will inspire our audience.
- **Keep the quirky** – Don't lose sight of the little things that make our events special. This year we ditched our registration desks, had a big pink sofa centre stage and hosted an after-hours jazz band. You'll beat that.

New events

- **Establish and deliver new events** - Use the Stronger Things banner to introduce an events programme from scratch.
- **Develop our business** - Work with our organisation partners to develop new, income-generating, events that help fund our work.
- **Protect our data** - Use processes, software and systems in a way that protects our event registration data.

Other work

- **Collaborate with colleagues** - Work closely with our research, practice and communications teams, ensuring our events are an asset to their work.
- **Muck in** - Work alongside the rest of your team (and the rest of the organisation!), sharing in event and member admin, never afraid of getting involved in even the most basic jobs.

Knowledge, skills and experience needed

- **Experienced events professional**, with a deep understanding and demonstrable background in delivering amazing high-profile events for large audiences.
- **Broad-ranging and adaptable**, equally comfortable in front of a potential sponsor, attendee spreadsheet and strategy planning session.
- **Great communicator**, with an ability to write compelling emails and pitch persuasively in-person.
- **Relationship-builder**, a natural friend-maker for an organisation that relies on strong professional connections
- **Data-lover**, who is not just an excellent record keeper, but someone who pushes data to spot gaps and opportunities for our organisation.
- **Innovative and entrepreneurial**, committed to evolving the experience of our members and event participants
- **A champion for our mission**, bringing an understanding of community power and a commitment to its principles.

Above all, a friendly and supportive colleague able to work in a highly creative and collaborative environment that encourages autonomy and excellence from all members of the team.

Other details

Diversity: New Local is committed to being an equal opportunities employer. We don't just 'value diversity', we think it is central to what makes for a high impact, successful organisation. We positively encourage everyone to apply. As such, New Local recruits, employs, trains, compensates and promotes regardless of age, disability, sex, gender, sexuality, race, national origin, marital status, parental status, religion or belief.

Leave and working hours: We operate a highly flexible policy on working hours and leave. New Local's team core working hours are 10am to 4pm but around this, staff are trusted to determine their own working hours and leave consummate with the fulfilment of their job goals to the highest level of excellence. To ensure well-being, New Local staff are expected to take a minimum of 27 days leave each year (pro rata for PT staff) and work no more than 35 hours a week. New Local employees also receive ten days leave over the Christmas and New Year period. We operate an unlimited leave policy meaning employees are free to take leave beyond their leave allocation as long as it does not interfere with their ability to do their job to the highest standards.

Location: Applications are welcome from candidates no matter where they live in the UK. We operate a 'work anywhere' policy meaning employees can choose to work at home or at any other location that enables them to do their job to the highest standards. New Local provides office space for those who wish to work in an office environment. We are currently meeting as a team in person once a month in central London and team members are expected to attend this. Travel expenses are covered for team members attending this meeting.

Flexible working: We are happy to discuss highly flexible working arrangements.

Well-being: New Local is extremely committed to staff well-being. Working long and late hours is actively discouraged and all staff at New Local are very strongly committed to creating a pleasant, friendly and supportive environment in which to work. Employees complete a weekly anonymous well-being survey to allow monitoring of general well-being in the team.

Health scheme: Employees can join the New Local health insurance and employee assistance scheme. The subscription to the scheme is paid for by New Local.

Parental leave: We take an extremely flexible approach to parental leave (including shared parental leave) to allow new parents as much time as possible to fulfil their parental role. With regards to parental pay, we offer mothers or primary carers twenty-six weeks at full pay. Secondary carers receive four weeks at full pay.

Bonus, salary rises and promotions: New Local operates an annual bonus scheme based on financial performance at the end of the financial year. This bonus is shared equally between all team members. A cost-of-living rise to all salaries is applied each year based on inflation. We have an established process to consider all requests/recommendations for rises to salaries and promotions based on an annual appraisal. All bonuses and salary rises are awarded at the discretion of the New Local Board.

Pension: New Local will contribute 5% to the New Local group personal pension scheme. This benefit cannot be substituted for any other benefit. We operate a salary sacrifice scheme for pension contributions.

Probation and Notice: This role is subject to a six-month probationary period and a three-month notice period.

Data Protection: New Local will process and store and your personal information (this means any information that identifies or could identify you) for the purposes of recruitment, for a period of up to six months after the closing date, after which it will be securely disposed. For more information, please refer to our Job Applicant Privacy Notice.

How to apply: please email to recruitment@newlocal.org.uk:

- **Your CV**
- A **cover letter** of no more than 500 words explaining what attracts you to the role and why you feel you would make a great Head of Events.
- A completed **Equal Opportunities Monitoring Form** (if you wish) - We collect this data as part of our diversity strategy. It helps us understand how we can improve equal opportunities for applicants and is not used for any other purpose. All forms are separated from applications, the information is confidential, anonymous and destroyed after six months, after which only aggregate data is kept.

If you require any help applying for this role or taking part in the recruitment process, then do not hesitate to contact Katy Evans, our Operations Manager, at recruitment@newlocal.org.uk

This job description is not exhaustive and is liable to review following discussion with the job holder. The post-holder will be expected to undertake any other reasonable duties as requested by their line manager and commensurate with their job grade.

Recruitment timeline

Post advertised	Wednesday 1 st June 2022
Deadline for applications	Tuesday 5 th July 2022 by 9am
Candidates contacted for interview by	Friday 15 th July 2022
One hour written exercise	Thursday 21 st July 2022
Interviews 1st round, online	Tuesday 19 th July 2022
Interviews 2 nd round, online	Tuesday 26 th July 2022
Start date	To be agreed subject to circumstances / notice period

If you are unable to attend interview(s) on this / these date(s), please let us know when you apply.