Job Title: Event Manager, Graduation

Department/Division/Faculty: Advancement

Campus location: South Kensington

Job Family/Level: Professional Services Level 4

Responsible to: Head of Institutional Events

Line Management responsibility for: 1 x Data and Project Officer, 1 x Event Officer, Graduation, 1 x Event Coordinator, Graduation, volunteers, temporary staff as and when required.

Key Working Relationships (internal): Day-to-day interactions with staff at all levels across all parts of the College, with a focus on Advancement, Registry, Campus Services, Estates, Communications, Faculty and Departmental representatives, the Student Union and students.

Key Working Relationships (external): VIP guests, award winners, alumni, donors, prospects, external suppliers and venues.

Contract type: Open-ended

Purpose of the Post

Imperial College London holds its Graduation Day ceremonies in the Royal Albert Hall. They are the largest in the UK, with approximately 20,000 participants. The ceremonies celebrate the achievements of outstanding students, staff and supporters from one of the world’s leading universities. These ceremonies are run to exacting standards, with high quality communications, hospitality and complex logistical requirements.

The Event Manager, Graduation is responsible for managing the Graduation team in the planning and delivery of the College’s two annual graduation days each year. The post holder plays an integral role in enhancing the student experience and in identifying ways to improve the current system and processes. They are also responsible for outlining and implementing a Graduation ceremonies strategy that complements the wider aims and objectives of the Advancement Division and Imperial College as a whole.

Key Responsibilities

Strategy and planning

To manage and oversee all aspects of the strategic planning, review and improvement of the College’s graduation ceremonies

- Oversee and manage the Graduation team, having overall responsibility for the College’s Graduation ceremonies and providing guidance and management to team members
- As appropriate, form a College-wide Graduation working group of internal stakeholders to recognise areas for improvement, knowledge gaps and to create awareness of central processes
- In partnership with the Head of Institutional Events, liaise with Faculties, Senior Leadership and other internal stakeholders at a high level in order to implement a College-wide approach to Graduation and seek appropriate sign-off
- Identify best practice and improvements to the student experience of Graduation, managing a structured roll-out to implement these changes
- Conduct an annual review of Graduation and benchmark key indicators against competitors
• Formulate a business continuity plan for Graduation and review this on a rolling basis
• Provide informed input into the annual financial planning process, forecasting future costs and identifying any investment requirements
• Analyse the annual graduation budget to identify trends or spending patterns and make recommendations for changes where appropriate
• Work closely with Registry and the Student Records team to continually improve current systems, identifying problem areas based on feedback data and implementing solutions where needed
• Establish Graduation as an intrinsic stage in the student lifecycle and the first step on the alumni journey
• Prepare or provide input into reports for President’s Board and Senior Leadership as appropriate

Graduation delivery oversight:

To oversee all aspects of the delivery of Imperial’s Graduation ceremonies. This should include (but is not limited to) the items below.

Team management:
• Ensure that all team members maintain clear and transparent communication between each other and colleagues, to ensure a clear division of responsibilities
• Understand in detail the processes that support the delivery of Graduation in order to provide guidance to team members on any arising issues
• Ensure that the Graduation Team conducts itself as good College citizens, supporting the work of the Institutional Events Team as well as colleagues across the Division and wider College

Delivery:
• Oversee and take responsibility for the organisation and smooth running of all elements of the Graduation ceremonies, ensuring a seamless and highly personal experience for students, their families and VIPs
• As required, oversee or manage the process around allocation of space for departmental receptions
• Oversee the volunteer recruitment and acknowledgement strategy, ensuring that enough volunteers are available, that they are deployed in appropriate roles and that they are adequately briefed to support the successful delivery of Graduation
• Undertake or oversee the briefing of senior members of staff, academics and volunteers regarding the ceremony arrangements and proceedings
• Closely manage the Graduation budget ensuring income opportunities are maximized and that expenditure is monitored and documented accurately and efficiently
• Oversee the graduand communication process and ensure that the large volume of incoming enquiries are dealt with in a timely and professional manner
• Work with the Events Marketing and Communications Coordinator to ensure appropriate and timely sign-off on all Graduation communication channels as well as content and design work for Graduation collateral including the website, programme, volunteer booklet, invitations and tickets
• Ensure that a robust evaluation process is in place with both internal and external stakeholders and that recommendations for improvement are implemented and documented
• Working with the Data and Projects Officer, ensure that all data involved in the Graduation process is accurate, up-to-date and complete, establishing and improving collection and recording mechanisms as required
• Undertake specific safety responsibilities relevant to individual roles, as set out in the College Health and Safety Structure and Responsibilities policy
• Ensure that all the ‘on the day’ activities are managed appropriately and that a responsibilities framework is in place

Relationship and stakeholder management:
• Work closely with the Head of Institutional Events, College leadership, Faculty representatives and other colleagues to make key decisions about Graduation in a timely fashion.
Job Description

- Ensure that timely and professional progress updates and briefs are sent to the President, Provost’s and other senior stakeholders as required
- Manage the relationship with key suppliers such as the Royal Albert Hall, marquee, gowning and photography providers, working with the procurement team where appropriate and ensuring value for money for the College
- Support the Head of Institutional Events and team members in fostering collaborative relationships with Faculties, Departments and central divisions such as Campus Services, Finance, Estates, Communications, President’s and Provost’s Offices.
- Build and maintain relationships across the College and beyond (e.g. with suppliers, neighbouring institutions, other HE institutions) to support the seamless and successful delivery of Graduation

Line management

- Line management of the Graduation team, including annual PRDP, objective setting and training and development
- Ensure that team members work efficiently and transparently with other members of the team to avoid duplication of work
- Ensure all members of the team observe and comply with College policies and regulations in relation to Graduation.

Other duties

- Any other duties as delegated by the Head of Institutional Events
- Support the onsite delivery of other events organised by the wider Institutional Events Team on an ad hoc basis
- To keep up to date with trends in the events industry, Graduation ceremonies and higher education and take responsibility for self-development.

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.

Person Specification

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<tr>
<th>Requirements</th>
<th>Essential (E)/ Desirable (D)</th>
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<tr>
<td>Candidates/post holders will be expected to demonstrate the following</td>
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<tr>
<td><strong>Education</strong></td>
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<td>Excellent IT literacy (Microsoft Office, particularly Outlook, Word, Excel and PowerPoint)</td>
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<tr>
<td><strong>Experience</strong></td>
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<tr>
<td>Proven experience of organising complex, large-scale events such as Graduation ceremonies (or a comparable equivalent), with over 3,000 participants</td>
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<td>Experience of working closely with senior staff or leadership</td>
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<td>Experience of managing staff and volunteers with proven ability to lead and motivate</td>
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<td>Experience of managing, forecasting and reconciling large and complex budgets</td>
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<td>Experience in negotiating and working with a range of suppliers</td>
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<td>Experience of leading major projects from planning through to delivery and evaluation</td>
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<td>Experience in leading teams in a fast-paced environment to deliver successful outcomes</td>
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<td><strong>Knowledge</strong></td>
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<td>Excellent IT literacy (Microsoft Office, particularly Outlook, Word, Excel and PowerPoint)</td>
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<tr>
<td>Excellent understanding and knowledge of the elements involved in large-scale, detailed event organisation (e.g. space management, budget management, health and safety procedures etc…)</td>
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An understanding of the role of universities and their contributions to society and a keen interest in higher education activities

Familiarity with large customer or membership databases, such as Raisers Edge or Oracle.

Excellent IT literacy (Microsoft Office, particularly Outlook, Word, Excel and PowerPoint)

Skills & Abilities

Excellent oral and written communication skills

Excellent standards of accuracy, consistency and meticulous attention to detail

Highly organised with an ability to prioritise and work under pressure, producing high quality work to tight deadlines

A proactive self-starter who can work well independently or as part of a team

Calm and confident demeanour, exhibiting ‘grace under pressure’

Political acuity and an ability to build and sustain successful working relationships with internal and external stakeholders at all levels

Results-oriented and creative problem solver

A flexible approach to working outside of standard business hours in order to support events and fulfil the duties of the post

Diplomatic, tactful and discreet with an impeccable customer service ethic

Imperial College is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow the 7 Imperial Expectations detailed below:

1) Champion a positive approach to change and opportunity
2) Encourage inclusive participation and eliminate discrimination
3) Communicate regularly and effectively within and across teams
4) Consider the thoughts and expectations of others
5) Deliver positive outcomes
6) Develop and grow skills and expertise
7) Work in a planned and managed way

Employees are also required to comply with all College policies and regulations paying special attention to:

- Confidentiality
- Conflict of Interest
- Data Protection
- Equal Opportunities
- Financial Regulations
- Health and Safety
- Information Technology
- Smoking
- Private Engagements and Register of Interests

They must also undertake specific training and assume responsibility for safety relevant to specific roles, as set out on the College Website Health and Safety Structure and Responsibilities page.

Committed to equality and valuing diversity, we are an Athena SWAN Silver Award winner, a Stonewall Diversity Champion, a Disability Confident Employer and work in partnership with GIRES to promote respect for trans people.

November 2018