

<b>Job Holder:</b>	<b>Reporting to:</b> Brand and Community Director
<b>Role:</b> Events & Creative Programme Manager	<b>Lateral relationships:</b> Operations Director Community & Partnerships Manager
<p><b>Here East Introduction</b></p> <p>Here East is an exciting development on Queen Elizabeth Olympic Park. The former Press &amp; Broadcast Centres are being transformed into a new community of start-ups, global businesses and world-leading universities, all coming together to create London’s home for making. This is a place where companies will be able to share ideas and create the products that shape our future.</p> <p>Here East is 65% let and rapidly executing enlivenment of the campus, and as such is seeking new team members to support the continuous growth of the company and its impact. The Brand and Community Director is looking for an enthusiastic, creative and highly organised individual to join this exciting project.</p> <p>Further information can be found at <a href="http://www.hereeast.com">www.hereeast.com</a> and @hereeast</p>	
<p><b>Primary Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Creation of an Events Strategy</li> <li>• Management of the Event Assets</li> <li>• Lead supplier relationship with the outsourced Venue Management Partner</li> <li>• Delight the customer of, and the visitor to, Here East events</li> <li>• Drive revenue opportunities and meet budget commitments</li> <li>• Put in place a clear set of Key Performance Indicators to measure the Event Strategy delivery</li> </ul> <p><b>Detailed Responsibilities</b></p> <p><b>Event Programming</b></p> <ul style="list-style-type: none"> <li>• Working with event agencies, appropriate brands and partners, prepare and implement a world class year-round calendar of events that is innovative, thought provoking and engaging for audiences and partners.</li> <li>• Initial point of contact for event enquiries</li> <li>• Create compelling and unique partnerships that bring variety to the programme.</li> <li>• Review and regularly update the events strategy taking into account the views of tenants and the changing nature of the campus, to keep it fresh and relevant to our internal and external community.</li> <li>• Work with the Community &amp; Partnership Manager to develop the link between Here East and local community groups through events, educational work, work experience and to investigate other areas where relationships can be established and developed.</li> <li>• Maintain an ongoing awareness of programmes and events produced by other individuals, groups, institutions and commercial competitors.</li> <li>• To understand adjacent partner event activity (for example, LLDC)</li> <li>• Promote the site as a venue for functions or other events that either brings income to or positive publicity/awareness of Here East.</li> </ul> <p><b>Event management</b></p> <ul style="list-style-type: none"> <li>• Alongside our Operations team (and other partners), manage all event operations, suppliers and logistics to ensure the programme is run efficiently and leads to an optimal experience</li> <li>• To programme manage any Here East led events, ensuring delivery of project by designated delivery partner.</li> <li>• Liaise with event organiser’s project managers, production and health &amp; safety teams, to ensure the safe, legal and efficient planning and delivery of outdoor or indoor events and programmes from initiation through to post event reporting (alongside our Operations team)</li> </ul>	

- Produce Event Management Plans
- Manage event assets and equipment inventories
- Ensure the Here East Management team and Tenants are communicated to in a timely manner.
- Liaise with Here East’s delivery partners, stakeholders and clients including event advisory group meetings, growth boroughs, venue operators on the Park and other key partners.
- Manage the events budget and regular reporting on performance to plan
- Create a Feedback and Evaluation procedure

**Brand / Marketing / Communication**

- Maximise commercial opportunities through the events programme and associated revenue streams (e.g. promotions, temporary retail).
- Create event sales opportunities through networking
- Working with our marketing agencies, develop and deliver a marketing and communication strategy in support of events.
- Implement innovative content creation strategies that engage tenants, the local community and partners.
- Preparation of content for the Here East social channels (and other forms of comms), ensuring all content is correct and suitably promoted in line with the brand.
- Creation of on-site signage and promotional material
- Provide support to the Brand Director with marketing Here East.

**Knowledge/Skills/Experience**

Essential

- Previous experience of developing and delivering enlivenment strategies
- Strong event/project management skills
- Ability to think creatively
- Strong stakeholder and agency management experience
- Confidence and ability to manage budgets
- Strong communication skills (verbally and in writing)
- Ability to manage key relationships
- IT Literate
- Health & Safety aware
- Social media knowledge

Desirable

- Ability to think strategically
- Previous experience of working in line with Brand Guidelines
- IOSH Managing Safely in Exhibitions and Events preferred

**Behavioural Competencies**

- Business Alignment
- Professional Integrity
- Unrivalled Service Excellence
- Effective Communication
- Commercial Responsibility
- Results Orientated
- Impact & Influence
- Team Working
- Developing Self & Others

Apply to: [Andrew.Roughan@hereeast.com](mailto:Andrew.Roughan@hereeast.com)

Applications close: 31<sup>st</sup> August 2017