



## North Halifax Grammar School Academy Trust

### Events Co-ordinator Job Description

<b>Salary</b>	<b>NJC Scale 5-6 (Point 12 to 22)</b>
<b>Hours</b>	<b>37 hours per week, term time plus 10 days (Monday to Friday including some evening events)</b>
<b>Tenure</b>	<b>Permanent</b>
<b>Responsible to</b>	<b>Marketing and Business Development Manager</b>

#### Main Purpose of the Role:

- Provide administrative and logistical support to Event Leaders\* to ensure smooth planning and delivery of school events.
- Coordinate event set-up, including rooms, equipment, signage, catering, IT and volunteer support.
- Plan and facilitate event communications in collaboration with Marketing, Administration and Leadership teams.
- Build and maintain effective relationships with internal and external stakeholders, including staff, students, suppliers and the wider school community
- Promote events to maximise awareness, attendance, and, where relevant, ticket sales and donations
- Oversee key operational elements, such as event documentation, budgets, procurement and post-event feedback.

\*Members of the school community approved by Leadership to host events, including staff, students with staff support and Parents' Association.

#### Specific Responsibilities:

##### Planning & Logistics

- Provide administrative and logistical support to Event Leaders. From a holistic perspective, this includes oversight of event processes and documentation (E1 Forms), maintaining event calendars and logs, managing the Events budget, and overseeing procurement and stock control of gifts, giveaways and event equipment.
- On an event-by-event basis, responsibilities include recruiting and coordinating student volunteers, defining and allocating staff roles, and liaising with school departments to book rooms, arrange set-ups, order signage, and coordinate catering and IT support

##### Event Administration

- Collaborate with Event Leaders to plan event communications, including mapping the timing and content of promotional letters, emails and social media. Brief the Administration and Marketing teams to deliver the plan accurately and on schedule.
- The Events Co-ordinator owns the responsibility for key deliverables, including online ticketing and booking, event roles and responsibilities and post-event feedback (via online forms).
- While Event Leaders retain ownership of presentation content, event literature and handouts, the Events Co-ordinator facilitates the smooth delivery of the event.

##### Relationship Management

- Build and maintain effective relationships with a diverse range of stakeholders to support the successful delivery of events.
- Internally, this includes Event Leaders, Leadership, teaching and associate staff, students, and in-school service departments such as Premises, Catering, Finance, IT, Theatre Tech Crew, Reprographics, Data Team, Administration, Reception and Marketing.
- Externally, stakeholders include audiences and suppliers. Audiences may comprise current and prospective families, alumni and their parents, the wider school community, local businesses, dignitaries, and members of the public. Suppliers may include designers, printers, photographers, service providers and guest speakers.



### **Event Set up & Co-ordination**

- Coordinate event set-up with the Event Lead, Premises Team, student volunteers and other relevant staff.
- Hands-on support may be required, including erecting signage and banners, displaying materials, arranging furniture, loading presentations and collating handouts and event packs.
- Some events, due to their scale or significance in the school calendar, may require the Events Co-ordinator's presence, and this may include evenings or weekends.
- Respond dynamically to challenges, thinking on your feet to identify practical solutions and ensure smooth event delivery.

### **Commercial/ Marketing Support**

- Promote events to raise awareness, optimise attendance, and, where relevant, drive ticket sales.
- This includes designing marketing assets for mail-outs, the website, social media and internal digital screens using Canva, PowerPoint, or Google Slides. Also, use internal communications to generate staff interest in attendance and support.
- Update the website with event content, including "dates for your diary" posters, individual event landing pages, and links to ticketing platforms. Training will be provided on the Content Management System.
- Where relevant, support sponsorship generation and management, including for high-profile events such as the Annual Speech Day. Work with the wider school community to encourage donations for events, for example, the Open Iftar event.
- Support with other marketing initiatives including the promotion of NHGS and student recruitment, social media stories, school newsletters, press releases and community engagement.

### **Key Responsibilities for support of the Academy:**

- To contribute to the overall ethos and aims of the Academy.
- To attend meetings and training exercises as directed by your Line Manager.
- To undertake personal development and improve own practice through training and other learning activities including performance management as required.
- To work as part of a team and support the role of other people within the team.
- To act as a role model and to be aware of and to respond appropriately to individual needs.
- To be aware of and comply with policies relating to child protection, health and safety, confidentiality and data protection, reporting all concerns to a nominated person.

### **Note:**

These duties are neither exclusive nor exhaustive and the post holder may be required to undertake other duties and responsibilities and activities relating to the general administration and control of the school, as may reasonably be required.



**Post title – Events Co-Ordinator**

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
<b>QUALIFICATIONS &amp; EXPERIENCE</b>	<ul style="list-style-type: none"> <li>GCSE English and Maths at Grade 5, or above.</li> <li>Experience working with multiple stakeholders and coordination between different teams or environments.</li> <li>Experience providing administrative and organisation support in a professional environment.</li> <li>Experience of developing and managing events.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in a secondary school.</li> <li>Experience of building relationships and working with young people.</li> <li>Experience of dealing with parents, visitors and the general public.</li> </ul>	Application form Reference Interview
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>Highly organised with strong attention to detail</li> <li>Excellent interpersonal and communication skills.</li> <li>Ability to develop relationships across all aspects of the school community.</li> <li>Professional and approachable when dealing with a wide range of stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Creative mindset, particularly for even promotion and engagement</li> <li>Enthusiasm for community engagement and school events.</li> </ul>	Application form Reference Interview
<b>CIRCUMSTANCES - PERSONAL</b>	<ul style="list-style-type: none"> <li>Good record of attendance and punctuality.</li> <li>Able to work some evenings and weekends as required for events.</li> </ul>		Application form Reference Interview
<b>DISPOSITION, ADJUSTMENT &amp; ATTITUDES</b>	<ul style="list-style-type: none"> <li>Professional attitude when representing the academy.</li> <li>Positive and flexible attitude towards changing priorities.</li> </ul>		Application form Reference Interview
<b>TRAINING</b>	<ul style="list-style-type: none"> <li>Positive attitude to personal development.</li> </ul>	<ul style="list-style-type: none"> <li>Training or qualifications in event management, marketing, communications or administration.</li> </ul>	Application form Reference Interview
<b>PRACTICAL AND INTELLECTUAL SKILLS</b>	<ul style="list-style-type: none"> <li>Strong organisational and time-management skills.</li> <li>Ability to plan, coordinate and prioritise multiple tasks and events simultaneously.</li> <li>Good written and verbal communication skills.</li> <li>IT proficiency including Microsoft Office or Google Workspace.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to create simple marketing assets using tools such as Canva, PowerPoint, or Google Slides.</li> </ul>	Application form Reference Interview