

# Job Description

## Events Manager

### Job details

<b>Job title</b>	Events Manager
<b>Job purpose</b>	To lead the strategic planning, development and end-to-end delivery of UKAS' flagship events programme and broader go-to-market events approach. The post-holder will be responsible for shaping event content, managing stakeholders, driving commercial performance, and ensuring all events strengthen the UKAS brand, support customer engagement, and contribute to revenue and lead-generation objectives.
<b>Job location</b>	Office based (with hybrid working option)
<b>Reports to</b>	Director of Marketing and Communications
<b>Essential criteria</b>	<ul style="list-style-type: none"> <li>+ Demonstrable experience managing large-scale conferences and commercial events.</li> <li>+ Strong ability to develop event content programmes aligned to sector trends, customer needs and organisational strategy.</li> <li>+ Excellent stakeholder management skills, including senior leaders, industry partners and subject-matter experts.</li> <li>+ Strong commercial acumen with experience driving event revenue, sponsorship or ROI improvements.</li> <li>+ High level of IT literacy including CRM, event platforms and digital engagement tools.</li> <li>+ Outstanding written and verbal communication skills, with the ability to brief, influence and present confidently.</li> <li>+ Highly organised, detail-oriented and skilled at managing multiple complex projects simultaneously.</li> <li>+ Ability to work under pressure and adapt quickly to changing priorities.</li> <li>+ Collaborative, proactive and solution-focused, with a commitment to continuous improvement.</li> </ul>

### Dimensions

<b>Line management</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<b>Budget holder</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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## Job purpose

<b>Core responsibilities</b>	<p>The Events Manager holds primary responsibility for UKAS' flagship events programme - the organisation's most high-profile external activities - as well as the broader programme of go-to-market events including webinars, roundtables and partner-led activities.</p> <p>This role requires a high degree of independence, judgement and strategic thinking, with accountability for content creation, project leadership, commercial outcomes, delegate experience and event marketing alignment.</p> <p>Key responsibilities include:</p> <ul style="list-style-type: none"> <li>+ Lead the planning and full lifecycle delivery of UKAS's flagship events programme.</li> <li>+ Influence senior internal stakeholders on event priorities, content themes and strategic direction.</li> <li>+ Build compelling event content programmes informed by sector plans and overarching organisation objectives.</li> <li>+ Develop agendas, session formats, storyboards, speaker criteria and briefing materials.</li> <li>+ Lead complex, cross-functional event projects with clear plans, governance, risk management and reporting.</li> <li>+ Manage relationships with venues, suppliers, agencies and industry partners to ensure exceptional delivery.</li> <li>+ Coordinate closely with cross-functional teams to maximise impact and value.</li> <li>+ Monitor financial performance, negotiate supplier agreements and ensure events deliver strong ROI.</li> <li>+ Oversee delegate journey management including registration, communications and onsite delivery.</li> <li>+ Lead post-event evaluation and analytics, using insights to improve future performance and conversion rates.</li> <li>+ Work with the Marketing team to ensure integrated promotional campaigns for all events including creation of event marketing assets and engagement plans.</li> <li>+ Stay informed on industry innovations in conference design, digital engagement, hybrid event formats and commercial events.</li> <li>+ Recommend and implement improvements to enhance event quality, brand impact and ROI.</li> <li>+ Support broader marketing communications activities as needed.</li> </ul>
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<b>Signature of job holder:</b>			
<b>Name:</b>		<b>Date:</b>	