



Role Title	Event Executive
Salary Range	£24,000 - £40,000
Function & Dept.	Marketing/ Central Marketing
Career Growth Level	Level 6 (F): Professional
CGP Descriptor	• More complex routine tasks which do not require significant specialist knowledge. • May work with confidential/key information • Works with minimal guidance and contributes to process improvements
Team	Marketing
Reports to	Event and Brand Manager
Role Purpose	To support the Event and Brand Manager in the administrative and operational delivery of events, ensuring all logistics and promotional tasks are completed to a high standard to drive brand awareness and lead generation.

Key Responsibilities

- **Lifecycle Management:** Own the planning, logistics, and execution of moderate-to-large scale events (trade shows, conferences, roadshows).
- **Logistics Support:** Assist in venue sourcing, catering arrangements, and kit shipping for live events.
- **Content Coordination:** Help schedule and upload content for event landing pages, social media, and email invitations.
- **Onsite Support:** Act as a point of contact during live events to assist with registration, attendee inquiries, and speaker support.
- **Data Administration:** Collect and organise lead data from events, ensuring it is correctly entered into the CRM for sales follow-up.
- **Vendor Coordination:** Liaise with print and merchandise suppliers to ensure brand assets are delivered on time and within spec.

Person Specification

1. **Experience:** 1-3 years in a marketing or event-support role; degree in Marketing or Events is preferred.
2. **Attributes:** Highly organised, detail-oriented, and able to thrive under the pressure of live event deadlines.
3. **Skills:** Basic proficiency in Excel, social media platforms, and a willingness to learn event tech and CRM tools.

Key Competencies		Level
1.	Event Planning and Implementation	1
2.	Communication	1
3.	Project Management	1
4.	Event Analysis and Reporting	1
5.	Customer Focus	1
6.	Relationship Building	1

Value Behaviours		Level
1.	Responsibility	1
2.	Passion	1
3.	Customer First	1
4.	Agility	1
5.	Family	1

Version	Date	Description	Approved by	Date
1.0	November 2023	Original	HR	November 2023
2.0	March 2024	Formatting of cells	HR	March 2024
3.0	March 2026	Edits		