

# Role Description

## Community Relations and Events Manager

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### REPORTS TO

Director of Marketing and Communications

### ROLE PURPOSE

The Community Relations and Events Manager is responsible for developing and maintaining strategies which ensure strong links and positive and effective relationships between the School and its support groups including the Meriden Foundation, Parents and Friends' Association, Friends of Meriden Sport, Old Girls' Union and the wider alumnae network.

The role includes the management and operational coordination of key events and functions for the School. These events are held on-site or at external venues.

The role works closely with a broad range of stakeholders within the School community as well as external providers and contractors. Excellent communication and organisational skills are essential in this position. The role requires a highly organised and structured approach to ensure the delivery of high-quality events.

This is a permanent full-time role, five days per week. To meet the requirements of this role, flexibility of working hours, including evenings and weekends, is necessary.

### KEY RESPONSIBILITIES

#### Community Relations

- Provide guidance and support to Meriden's community groups in the planning and execution of their friend-raising and fund-raising initiatives and events
- Work closely with the board of the Meriden Foundation to research, plan and implement strategies to meet the philanthropic goals of the Foundation
- Plan and implement strategies to strengthen engagement and ongoing relationships with alumnae including the use of social media channels such as LinkedIn
- In conjunction with the School's Dean of Community Learning, further expand the alumnae mentoring program and coordinate guest speakers for events such as the Year 10 Student Futures Day
- Provide support to the School's alumnae by being the point of contact for enquiries
- Maintain the alumnae database
- Work with the Old Girls' Union in the organisation and promotion of alumnae events such as 'Back to Meriden Day' and reunions
- Attend alumnae events and promote engagement activities
- Gather article ideas and suggestions for the Old Girls section of the School's annual *Fidelis* magazine.

#### Event Management

- Lead the planning, organisation and execution of a portfolio of events and functions for the School
- Consult with key stakeholders and develop detailed plans for each event
- Attend and supervise the successful running of each event and troubleshoot issues that may arise
- Work collaboratively with various departments across the School on event logistics including equipment, catering, and audio/visual requirements
- Prepare invitation lists, event running schedules, floor plans, function forms and protocol documents
- Set up online booking and ticketing facilities as required, monitor and report on booking progress
- Create and implement systems and checklists that support a successful event

- Prepare and submit an annual events budget and ensure expenditure adheres to budget for each event
- Evaluate and report on the outcomes of individual events
- Liaise with third parties including suppliers, caterers and external venues
- Conduct venue research and comparison
- Ensure that external function venues are booked and confirmed in a timely manner, adhering to payment and cancellation policies
- Attend fortnightly Management Meetings and provide an overview of forthcoming events.

## QUALIFICATIONS AND EXPERIENCE

- Minimum five years' experience in roles involving a wide range of administrative and event management tasks
- Experience in stakeholder management and budget preparation
- Experience in developing and implementing fundraising strategies
- Tertiary qualification in business, event management, project management or related discipline will be highly regarded.

## SKILLS AND ATTRIBUTES

- Strong organisational skills, including the ability to manage and prioritise a wide range of tasks
- Exceptional attention to detail and capacity to meet deadlines
- Reliable and capable of ownership of tasks
- Excellent interpersonal, oral and written communication skills with the ability to consult, communicate and problem solve
- Personable and friendly manner with the capacity to deal with different stakeholders professionally
- Self-motivated and able to work both autonomously and as part of a team, with an orientation towards 'rolling up your sleeves' and getting involved with issues as required
- Intermediate to advanced knowledge of Microsoft Office systems and online booking platforms
- Knowledge of Work, Health and Safety regulations in relation to events
- Flexible approach to working outside normal business hours when required
- Fully embrace and support the Christian ethos of Meriden as an independent Anglican School
- Be discreet, approachable and confidential, and loyal to the School and the Principal.

