



Job Description & Person Specification

JOB TITLE: Partnership & Events Manager

REPORTS TO AND JOB DESCRIPTION AGREED BY: Marketing & Impact Director

NAME OF JOBHOLDER:

DATE: February 2012

PURPOSE OF JOB:

The main purpose of this role is to provide quality services to young people whilst achieving budgeted targets and sourcing new opportunities to expand the business.

ORGANISATIONAL POSITION

The role reports to the Marketing & Impact Director and sits within the Marketing & Impact Department.

PRINCIPAL ACCOUNTABILITIES

The role has three main areas of focus:

- Futurewise Courses & Events
- Futurewise Gap Fairs
- Partnership initiatives

The incumbent will develop and grow activities in these areas to provide impact on young people and financial contribution to The Foundation.

Working with the Marketing & Impact Director, the job holder will determine strategic growth plans to double growth in five years.

PRINCIPAL RESPONSIBILITIES

Futurewise Gap Fairs

- Manage the Gap Fairs business and budgets (revenue and costs) to achieve annual targets
- Manage the relationships with host schools, colleges and other organisations
- Manage the relationships with exhibitors negotiating favourable agreements within budgets
- Maintain databases of schools, exhibitors and other relevant information
- Ensure risk assessment are carried out as required
- Full organisation and delivery of Gap Fairs and delegation as appropriate
- Identify growth opportunities for the business and submit growth plans as agreed with the Marketing & Impact Director
- Undertake evaluation and impact activities as may be delegated by the Marketing & Impact Director

Futurewise Courses & Events

- Manage the Courses & Events business and budgets (revenue and costs) to achieve annual targets
- Manage relationships with hosts and other organisations as appropriate
- Manage relationships with professionals/trainers/presenters
- Ensure risk assessments are carried out as required
- Maintain databases of organisations', trainers, professionals and others as appropriate
- Identify growth opportunities for the business and submit growth plans as agreed with the Marketing & Impact Director
- Undertake evaluation and impact activities as may be delegated by the Marketing & Impact Director

Partnerships

- Manage the Partnership budget and grow partnership initiatives under the direction of the Marketing & Impact Manager
- Identify opportunities to develop partner relations and new market areas in conjunction with the Marketing & Impact Director
- Manage specific partner initiatives currently in progress.

DIMENSIONS

Total current year revenue budget of £160k

Total current year cost budget of £65k

Number of staff – 1 direct report

Number of days worked – full-time permanent role

Location – Based at the Camberley Head Office; significant travel within the UK as part of the role

Level of authority or sign off – to be agreed with the Marketing & Impact Director

CONTACTS

Internal

Courses & Events Administrator
Exhibitor Administrator – Gap Fairs
Head Office Team
Field Operations

External

Hosts, schools & colleges
Exhibitors
Partner organisations
Students/courses applicants
Parents

PERSON SPECIFICATION

Education & Qualifications

- Ideally educated to degree level or equivalent
- Minimum of A Level Education required
- A Marketing or Events Management qualification is desirable

Experience

- experience of commissioning services for courses & events
- experience of managing the end to end process for events and fairs
- experience of managing relationships with a wide range of partners and stakeholders
- business development experience
- experience of managing budgets

Behavioural & Functional Competencies (knowledge, skills and abilities)

- excellent communications skills (both oral and written)
- strong understanding of marketing and sales functions
- strong results orientation and able to drive growth
- excellent planning and organisation skills
- strong attention to detail
- highly persuasive and able to negotiate effectively
- excellent IT skills including Microsoft Office (Excel, Word, PowerPoint & Access)

Agreed By: Job Holder Date:	Agreed By: Manager Date:
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