



## Job Description Income Generation and Events Manager

**Job title:** Income Generation and Events Manager

**Accountable to:** Chief Executive

**Key relationships:** Students' Union and University Staff

**Location:** Froebel College, Roehampton

**Hours:** 35 - 40 hours per week

**Roehampton Students' Union – Enhancing the student experience through representation, development, activities and support**

**Reports to:**  
Chief Executive

**Direct responsibility:**  
Events Coordinator, Casual Events Staff

**Role Salary:**  
**£31,433 – £36,801**  
**(Including London Weighting)**

**Role Title:**  
Income Generation and Events Manager

### Role purpose:

RSU requires an Income Generation and Events Manager to manage and develop all major income generation and events for the organisation. The role will work closely with the RSU and University stakeholders (such as Health and Safety and Security) to coordinate and promote events and income generation activities from initial brief to delivery. The role will develop all aspects of events across campus through progressive partnership working with relevant departments and the University. This will include the co-ordination of weekly events, annual events and supporting events being co-ordinated by colleagues or other departments. We pride our events on being safe, welcoming and diverse allowing our students the opportunity to embrace and enjoy this aspect of student life at Roehampton.

The role will also be expected to reach income generation targets in relation to the Students' Union central budget including advertising agreements and partnerships.

### Principal duties:

1. To continuously review and update the department's operational plan and to think strategically about how to grow the department and its financial success whilst balancing commercial and non-commercial events. Identify trends in the student market and deliver income generation activities that support increased student satisfaction.
2. Develop new avenues for student union partnerships enabling a strong financial return. Continue to support and grow relationships with existing partners and where possible grow these partnerships to benefit students and our financial position. Secure sponsorships, contracts and marketing sales in relation to student events, fulfilling income generation targets set by the Students' Union.
3. To create an event programme including Feature Events such as Welcome Week, Summerball; Alcohol free events such as Fundraisers, Conferences, De-Stress, Trips Away; and our weekly Nightlife/ clubnight schedule.
4. To line manage the RSU Events Coordinator, ensuring regular 1:2:1 meetings are held to develop the individual in that role and to progress the departments strategic objectives.
5. To oversee the line management the RSU Events student staff, ensuring high levels of customer service and delivery.
6. To work closely with elected officers within the SU to ensure the offering is relevant and attractive to Roehampton Students and to devise appropriate sales strategies for all events, ensuring the best possible return on investment.
7. To ensure the events strategic plan and operational are in-keeping with the organisation's overall Strategic Plan, Values and objectives.
8. Responsible for Health and Safety for all income and events areas. To carry out the necessary due diligence (RAMS and Permit applications) and background checks on any contractor appointed/used by the department and to also give support to other colleagues in the organisation on this.
9. To keep a confidential and secure log of all incidents and to work with colleagues (Bystander team, Wellbeing, Heads of College/CLDOs) to review incidents and the safety of RSU Events. When required escalate incidents to UoR security, UoR Registrar Office, UoR Health and Safety and/or Head of Campus Security. Where needed communicate disciplinary notices to students involved in incidents at events or in the Campus' licenced premises.
10. To schedule the appointed security contractor onto all events where necessary, working closely with the contract contact point to agree staffing numbers, timings and deployment brief
11. To give management support and advice to all event staff at each event, these include RSU staff and officers, security staff, door entry team, UoR Bystanders and technical staff.
12. To effectively manage the departments finance, setting budgets appropriately and reporting back monthly to the Chief Executive. Produce regular reports for senior meetings such as the Trustee board, Senate (for the SU President), Monthly Finance Meeting and 1:2:1 meetings.
13. To build close relationships and be the link between SU and UoR on event health and safety, event planning, The Union bar event management
14. To uphold the relevant licences and liaise with local authority as and when required to review and update such licences.
15. Responsible for the storage and routine maintenance of entertainment equipment, ensuring it is fit for use and complies with safety standards
16. With the support of Marketing and Communications Coordinator develop a communications strategy to ensure effective promotion and marketing of all RSU events.
17. Ensuring all events are promoted effectively to our students in a timely and creative manner, managing the department's expenditure on marketing and promotion and review reports of online analytics that demonstrate the reach and engagement.
18. Coordinate the representation of the Students' Union at key university events such as Open Days and fairs.
19. This role will, with the support of the Chief Executive, manage RSU's relationship with: Approved Campus catering contractors, Appointed RSU Events Security Contractor, Key partners/sponsors for freshers fair and all year round agreements, The Union bar management and supervisor team, Key UoR departments (Health and Safety, Campus Cleaning, Registrars Office, Security, Colleges, Wellbeing), Appointed event transport contractor, Appointed medical provision for events.

## Person Specification – Income Generation and Events Manager

Criteria	Essential/Desirable
<b>Qualifications and Experience</b>	
- Significant Previous Income generation and Events Management Experience	E
- Planning and producing promotional campaigns for events	E
- Significant Experience of working in a customer focused environment	E
- Experience of managing large budgets	E
- Experience of working with agents and directly with providers from enquiry to contract	E
- Organising non-profit, alcohol free, awareness raising events	E
- Experience of managing staff and volunteers	E
- Demonstrable experience in collaborative working	E
- Experience of a customer led environment and planning resources and services	E
- Experience of working in a busy office environment	E
- Experience of nightclub management and contractor management	E
- Experience or qualification in Event Management and Health and safety	E
- Experience of working with volunteers, junior staff and students	D
- Previous experience of working in a similar role in a Students' Union	D
<b>Skills, knowledge and ability</b>	
- Strong financial literacy in producing and working within budgets	E
- Knowledge and experience in appropriate cash handling	E
- Experience of producing comprehensive risk assessments and project plans	E
- Proven track record in hitting or surpassing and income generation targets	E
- Working with external stakeholders to generate income & create new partnerships	E
- Excellent oral and written communication skills	E
- Excellent timekeeping and organisational skills	E
- Ability to work effectively in a busy environment and meet targets and deadlines	E
- Calm and professional disposition	E
- Ability to take a constructive and cooperative approach to solving problems	E
- Self-motivated and enthusiastic	E
- Able to work effectively with minimal management/supervision	D
- Understanding of the role of staff in a democratic student run organisations	D
<b>Personal attributes</b>	
- Full commitment to equal opportunities	E
- Demonstrably high standards of personal integrity	E
- Environmentally focussed and a commitment to ethical and sustainable practices	E
- Ability to work with a diverse range of people	E
- Commitment to excellent customer service	E
- Good communication (verbal and written) and listening skills	E
- A commitment to the principals and practices of equality and diversity	E
- Reliable and honest	E
- Ability to work as part of a team	E
- A commitment to helping others	E
- Ability to act under own initiative	E
- Positive about working in a member led organisation	D
- Good understanding of the Role of Students' Union	D

<p><b>Communication and Networking</b></p> <p>You will be required to communicate, network and interact with different audiences.</p> <p>Professional, clear and accurate reporting is an important function in this role</p>	<p>Being a confident communicator is an essential part of the role and you will be required to communicate with a wide range of audiences. Internally this will be students, university personnel, event security and events crew. Externally this will include local authorities, licensing, and external venues aswell as strategic and operational partners.</p> <p>At events delicate, sensitive and stressful situations will arise, you need to have the ability to remain calm throughout and communicate effectively.</p> <p>The position will require you to communicate face to face, over the phone, email and written correspondence.</p>
<p><b>Teamwork and motivation</b></p> <p>RSU carries out a wide range of activity and supply a number of services with a relatively small team, at specific periods being able to work as part of a team is essential.</p> <p>Your ability to be motivated and to meet deadlines is essential.</p>	<p>You will be overseeing planning the events as an individual. However the set up and delivery of events especially larger events require you to manage a team made up of RSU Staff, Officer and Students. Team work is essential to achieve success.</p> <p>The entertainments schedule has a direct impact on the student experience, It is important to remain motivated in achieving high standards. The motivation to achieve high standards will support your continued relationship with the University and external bodies.</p>
<p><b>Liaison and Networking</b></p> <p>In this post you be required to liaise with other departments, the university and external bodies.</p>	<p>The role involves a high level of liaison both internally and externally. Internally you will need to liaise with the health &amp; safety, estates and conferencing departments ensuring they support the events the union are hosting; externally you will need to liaise with the venues and clients.</p> <p>Networking with other Entertainment Managers/Unions will help you come up with fresh ideas/concepts and support your continued learning and development of the entertainments provided by the union.</p>
<p><b>Service Delivery</b></p> <p>RSU has a commitment to high standards and continually striving to improve and enhance the student experience. In addition your post demands a high level of professionalism and meeting of</p>	<p>RSU strives to enhance the student experience and believe entertainments play a key role in achieving this. The programme needs to ensure it reflects student needs, events are professionally managed and most importantly students are in a safe environment. The Summerball is recognised as one of the best in the country and we wish to continue this reputation.</p> <p>In this role you will continually be looking at ways to improve events and entertainment schedule at Roehampton</p>

criteria set by national bodies.	
<b>Decision making processes and outcomes</b>	<p>Clear objectives for the Union will be laid out in the strategic plan set by the trustee board, the information and guidance you provide will be essential in the decision making process.</p> <p>The post holder is responsible for managing the entertainments of the union and its department; you will be responsible for the day to day decision making and adopting efficient systems of work.</p>
<b>Planning and Organising Resources</b>  In this role you will need be extremely organised, planning events spanning 15 hours with 2,300 attendees.	<p>In this role you will need to be highly organised and have the ability to carefully plan large scale events. The regular events will require planning and organising and this includes venues, transport, staff and entertainment.</p> <p>Larger scale events such as the Summerball will take months of planning and organising and will include consultation with the University and local authorities. In addition you will need to arrange and manage entertainments, budget, structures, security and many other aspects. This is high pressure event and careful planning is essential to avoid problems arising, potentially leading to a bad student experience or being prevented from holding similar events in the future.</p>
<b>Initiative and Problem Solving</b>  The RSU is a small team carrying out a wide range of activities. Even with forward thinking and planning problems will arise and you will need to demonstrate a good level of initiative.	<p>As well as being well organised you will need to be able to show good initiative and react to problems that do arise. When you are dealing with attendees, clients and your own staff problems will arise. It is important to remain calm under pressure and solve any problems that occur.</p>
<b>Sensory and Physical Demands</b>	<p>In the role you will be required to set up, manage and attend events. In the set up you will be required to handle and move large objects. You will also be required to stand up for long durations during the events and responding to incidents that occur.</p>
<b>Work Environment</b>  The Union is open Monday to Friday 9am til 5pm. In this role you will be expected to work outside these hours supervising and managing events.	<p>The majority of your work will take place in the RSU offices which is open plan and operates an open door policy; the office environment is both relaxed and vibrant. Health and Safety of the workplace is overseen by the Chief Executive but all staff members have a responsibility to supporting a safe working environment.</p> <p>However in this role you will be required to work our weekly</p>

	clubnights and large scale events. These hours of work will require you to work late into the evening and the early hours of the morning.
<p><b>Pastoral Care &amp; Welfare</b></p> <p>As a union we treat pastoral care of students with high importance as we recognise the problems they may encounter.</p>	In this role students may approach you regarding personal or welfare issues affecting them or their behaviour at events may raise concern. It is important that when completing incident and accident reports they are compiled that these reports are passed onto the necessary individuals. It is important to be understanding and recognise that the University has support systems in place to offer professional and accurate advice. It is important to sign post students.
<p><b>Team Development</b></p>	You will oversee the development of the appropriate RSU Officers, volunteers and part time staff. Often these positions change on an annual basis providing regular training
<p><b>Knowledge and Experience</b></p>	Have a good knowledge and understanding of the student experience particularly in regards to entertainments. You will have experience of managing successful and large scale events and budgets.