

## Events Manager



Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

### The job, in a nutshell

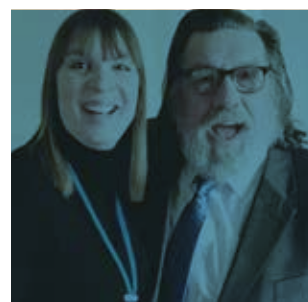
To support the delivery and development of three cultivation events from August-December, including two Receptions and one large-scale Carol Concert at St Paul's Cathedral.

Working in collaboration with 2 Events Managers to deliver events efficiently and to a consistently high standard. Reaching existing and potential priority audiences across Age UK and Age International, amplifying the Charity Brand, strengthening relationships and securing long term support.

### What you'll do for us

#### Event Delivery

- Support the delivery of three in-person cultivation events, working within a team to jointly deliver all elements of the events including marketing and logistics.
- Negotiate with suppliers, sponsors and stakeholders to ensure the maximum return for Age UK.
- Work proactively to understand organisational priorities and objectives, establishing relationships and understanding audiences.



“This is the most varied job I've ever had - there is never a dull day!”

#### Rebecca King

SENIOR BRAND  
IDENTITY MANAGER

## Our values



Collaborative



Impactful



Ambitious



Inclusive

# Events Manager



- Prioritise outstanding guest experience and customer service.
- Bring Age UK's brand to life, working with colleagues to showcase the cause creatively and engagingly.
- Evaluate the success of events.
- Keep abreast of the charity and events sector, specifically Cultivation events – sharing knowledge and sector insight.

## Planning and budgets

- Utilise Age UK planning, risk management and budgeting processes.
- Adhere to Age UK policies.

## Reporting

- Monitor progress against targets and agreed KPIs.
- Engage and consult relevant stakeholders on key decisions.
- Update project team and key stakeholders on progress.

## Quantitative

- Working to agreed financial targets and KPIs.

## Must haves:

- Proven experience of organising successful, ideally large-scale, cultivation events.
- Proven experience of project managing events, including all aspects of event planning, logistics and budgeting.
- Excellent knowledge of MS Office and Microsoft Teams.
- Excellent project management skills.
- Excellent negotiating and influencing skills and ability to work collaboratively with a range of internal stakeholders and across internal boundaries.
- Excellent organisational and planning skills, ability to prioritise workloads, manage competing demands and work under pressure and to tight deadlines.
- Excellent oral and written communication skills,
- An ability to manage complex relationships and work with sponsors and partners.

## Location

Hybrid - with attendance at London-based events required

## People management

No

## Division

Brand & Communications



[ageuk.org.uk](https://ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

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## Any other details:

- Required to work on events out of normal business hours, including travel and overnight stays.
- Demonstrate empathy and understanding for the issues faced by older people.
- Work across Celebrities and Cultivation Events Team as required.

*This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.*

*In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.*

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