

**Job Description**

|  |  |
| --- | --- |
| **Job Title:** | Events Executive |
| **Team:** | Central Marketing |
| **Classification:** | Executive |
| **Reports to:** | Event Lead |
| **Classification of Line Manager:** | Manager |
| **Number of Direct Reports:** | 0 |

|  |
| --- |
| **Job Purpose** |
| The Events Executive will support the Event Lead with developing, planning, and delivering two major business events organised by WMGC in Q2 2025. Both events will be in business conference format and the role will include all aspects of event management including concept, planning, and delivery. This role will include engaging with a complex stakeholder and shareholder network including West Midlands Combined Authority, the seven constituent local authorities (Birmingham Coventry, Wolverhampton, Solihull, Dudley, Sandwell and Walsall), government departments, private sector partners, and universities.  |

|  |
| --- |
| **Our people and our offices** |
| West Midlands is an exciting, vibrant, and diverse region and West Midlands Growth Company aims to reflect this in all that we do as the region’s marketing and economic development agency covering leisure tourism, inward investment, business events and major sporting events. Our objective is that our work and services will promote a positive impression of the region, and drive forward the region’s growth and success, putting it firmly on the global stage as a destination of choice. West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation, or marital status. We believe that it is in the company's best interests of all those who work in it to attract, retain, and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents, and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all. To this end, and within the framework of the law, we are committed to achieving and maintaining a workforce which broadly reflects the local community in which we operate, wherever practicable.The West Midlands Growth Company office is located in Birmingham City Centre. All colleagues are contracted to work both from home and in the office when needed on a flexible basis.  |

|  |
| --- |
| **Main responsibilities and key activities** |
| * Support the Event Lead with planning and executing two business conferences.
* Create new concepts and ideas for events to engage and interest the audience.
* Assist with delivering events with tasks including but not limited to:
* Sourcing reliable and cost-effective event suppliers
* Speaker briefings and speaker management
* Event marketing e.g. invitations
* Guest list management including curation, sending of invitations, managing numbers
* Event communications e.g. 1 week out, 1 day out, post event
* Event content curation including presentation decks
* Diary/itinerary management
* Stakeholder management
* On the day event support including management of registration, venue staff, catering, speakers, content, and deliveries
* Attend and work at events front of house outside of business hours as and when required. Travel to and from the events for pre, post and during work is to be expected. For events outside of the West Midlands, you may be required to stay overnight for the duration of the event.
* Attend, report and present at relevant meetings and groups to ensure visibility, communication, and integration to stakeholders and partners.
* Support company evaluation by gathering and analysing data – such as recording attendees– and using this to inform future activity and objectives.
* Build strong cross-company relationships with both the business and tourism teams to ensure event content is current and relevant.
* Ensure all activity complies with the company policies and procedures – including risk, RAIDD, change management, procurement, contract management etc.
* Source reliable venues and suppliers who provide best value and meet the companies’ requirements.
* Support with procurement of event elements in line with company guidelines.
 |

|  |
| --- |
| **Dimensions** |
| **Budget responsibility:** Overall budget responsibility will sit with the Event Lead. The Events Executive will be responsible for ensuring any venues and suppliers are providing best possible value to WMGC.**Key relationships:*** Close working relationships with marketing colleagues
* Colleagues in all departments of WMGC
* Stakeholders and partners of WMGC
 |

|  |
| --- |
| **Key Skills and Competency Requirements**  |
| **Area** | **Essential**  | **Desirable** |
| **Qualifications** | * Professional qualification or relevant degree, or equivalent experience in the events industry
* Minimum 3 years event planning and delivery experience
* Event portfolio of similar events delivered
 | * Evidence of continuous professional development
 |
| **Skills and attributes** | * Proactive mindset and willingness to act independently.
* Experience in planning and delivering business conferences.
* Experience in crafting creative event concepts
* Excellent written and verbal communications – including creative writing and presentations.
* Close attention to detail.
* Ability to develop strong working relationships with colleagues across the business and key clients, including senior directors.
* Excellent IT skills, including full suite of Microsoft Office software.
* Excellent communication / relationship management skills
* Excellent negotiation skills to secure best value from suppliers.
* Able to work calmly and methodically in a fast-paced environment and manage multiple projects, self-motivated and deadline-driven.
 | * Confident networker with ability to build a rapport when meeting new people.
* Experience in dealing with different markets and sectors.
* Creative approach and thinker.
 |
| **Knowledge and experience** | * Hands on delivery of high-profile events, working without an events agency.
* Working in a multi-stakeholder / delivery partner environment.
* Working with high-profile individuals
 | * Experience with relevant audiences – public sector, business events, real estate etc.
 |

|  |
| --- |
| **Our values** |
| **Trust – Trusted Delivery Partners** | We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise. |
| **Respect – Opinions Matter** | We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly |
| **Leadership – We lead by example** | We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes. |
| **Wellbeing – Health, growth and inclusivity** | We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset. |

|  |
| --- |
| **Prepared by:** |
| **Name** | **Job title** | **Date** |
| Tori Colyer | Event Lead | 12/02/2025 |