



Forward thinking
Straight talking

Senior Events Manager

JOB SPECIFICATION

Gateley /

POSITION: Senior Events Manager

LOCATION: Manchester

CONTRACT TYPE: Permanent

The *role*

The Senior Events Manager will be responsible for the management of all aspects of the Gateley events programme ensuring that the events are delivered efficiently and professionally, meeting the strategic objectives of the group.

The role will report to the Chief Marketing Officer and work closely with the wider Digital, Communications, Client experience and New Business teams to develop impactful digital, video and/or interactive content, all things necessary for a good virtual experience.

This role is critical in developing a first-rate delegate experience which supports our brand values of being 'forward thinking' and 'straight talking'.

Responsibilities include:

- Line management of the events team.
- Deliver strategic internal and external events working closely with the Group Marketing Director.
- Working closely with the Internal Communications and HR teams, coordination of the Gateley internal events programme ensuring that all colleague events are delivered professionally.
- Management of the Gateley external events programme, working closely with the New Business team, to ensure that events deliver a strong ROI and meet the strategic objectives of the group.
- With the support of the events team, delivery of the Gateley virtual event programme using Teams, ON23 and other approved platforms through virtual roundtables, training sessions and Gateley academies.
- Identification of ways to improve the delegate experience at all stages of the Gateley event process.
- Reporting of events activity identifying opportunities to improve ROI working closely with the Groups BD team and Digital Team, to ensure we effectively capture key metrics to measure and track the effectiveness of our events programme.
- Provide virtual tech event support for the online event programme acting as the virtual event moderator for the online programme and managing pre-event training with speakers and on-the-day tech support with our chosen platforms.
- Be a virtual presentation coach available to teach speakers how to present well virtually and to make better content for our audience.
- Development and creation of event support materials, including the branding of virtual platforms, event packs, polls, and handouts, ensuring they bring the Gateley brand to life.
- As and when the opportunity returns to produce face-to-face events, to manage the delivery of these events alongside the virtual events programme.
- Manage the Gateley events calendars.
- To be aware of and comply with the company's policies and procedures.

This job description is not an exhaustive list due to the requirements of the role. Therefore, the job holder may be required from time to time to carry out other ad hoc tasks as requested.

The *team*

With 60 people within our Marketing and Front of House teams, we support on all aspects of marketing and business development across Gateley including internal and external communications, bids and sales, client development, events, digital and marketing projects.

Winners of the 2020 Excellence in Sales and Marketing Award at the Greater Birmingham Chamber of Commerce Awards and shortlisted in the 2022 Best Marketing Campaign Award at the Managing Partners Forum Awards, the Marketing team at Gateley has more than doubled in size in five years, reflecting the investment that the business has made in attracting and retaining exceptional marketing talent.

We continue to develop and evolve our proposition and are looking for individuals with a 'can do' mentality to join the team.

The *person*

Candidates will be able to demonstrate the following attributes:

- Collaborative and flexible approach, working with marketing colleagues to create marketing products and solutions which deliver the required outcomes, and where possible, exceed client expectations both within Gateley and outside
- Excellent problem analysis, system design, troubleshooting and resolution skills
- Ability to communicate complex marketing concepts to stakeholders with varying degrees of technical understanding
- Extensive experience in events management
- Management experience
- Able to build trusted relationships with C-level stakeholders
- Can do' attitude

The *benefits*

With support, coaching and feedback from some of the most engaging colleagues around our great development and progression opportunities will reward your commitment and loyalty. We offer a competitive remuneration package where you'll be rewarded for your individual performance with an opportunity to receive an annual bonus.

In addition, we have a wide range of learning and development opportunities via our Learn platform to develop new skills and progress your career. Our My Flex comprehensive rewards package includes options covering annual leave (and the benefit of purchasing extra days), cycle to work, critical illness benefit, employee assistance programme, group personal pension, health care, season ticket loan and many more benefits (grade dependent). Finally, with Perks At Work/Home you can select a host of retail benefits that suit your needs alongside a Community Online Academy, free courses for all from fitness to coding to languages to hip hop dance.

We are *Gateley*

We are forward thinking and straight talking, our approach is to find solutions to the problems that our clients face. Gateley is a legal and professional services group, we are a group of formidable experts in all areas of law and business. Passionate problem solvers, we get our kicks from finding the right answers and getting our legal and business clients where they need to be. We support more than 5,700 active clients, ranging from FTSE 100 companies to private individuals, in the UK and beyond. Being part of Gateley is not just about the expertise that you bring; it's about attitude too.

The 'Gateley Story' is the story of our people and our culture. It is what has got us to where we are today as a successful business and it's the driving force behind the Gateley Team Spirit and the values that have shaped it. We have a set of shared internal values that capture what the Gateley Team Spirit is and this includes five elements that bind us all together as one Gateley: Ambitious for Success, Forward Thinking, Room to Breathe, Trusted to Do and Working Together. Every year across the group, we recognise members of our team that have gone above and beyond and have lived these shared values. They are recognised at our annual Gateley Team Spirit awards.

Diversity, inclusion and well being

Diversity, inclusion and well being is an important part of Gateley's culture and values. We recruit talented people from a diverse range of backgrounds and cultures, providing equal opportunities for all to join our team regardless of age, sex, race, sexual orientation, disability, or culture.

We create an exciting and rewarding place to work that aims to fulfil everyone's potential and together to achieve personal and business goals. We offer flexible working patterns to help our staff achieve a good work/life balance and we encourage candidates seeking flexibility in their next role to apply for any of our vacancies.

We are proud to have been recognised by The Law Society as gold standard for our Diversity and Inclusion Charter and to be Stonewall Diversity Champions.

Additional Information

If you are successful in receiving an offer of a role with our company a variety of pre-employment screening checks will be completed. Our screening checks can include but are not limited to your eligibility to work, professional and academic qualifications, any criminal records, your financial stability and references from previous employers. The screening that takes place will be relevant to your role and will vary from role to role.



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