

## CPC483 - Third Party Events and Partnerships Manager

Location	London or Milton Keynes (travel will be required to both sites)
Reporting to	Events Team Lead
Working hours	Full time. The pattern of hours may vary according to business and event needs including out of usual office hours
Contract type/duration	Permanent
Date written	October 2021
Closing date	31 <sup>st</sup> October 2021

### Purpose of the role

Connecting people lies at the heart of our organisational strategy. Our global B2B and B2G events programme drives meaningful connections between buyers, suppliers, innovators, researchers, policy makers and investors. Across formats ranging from roundtables and webinars, to large scale global conferences Connected Places Catapult events link market actors to new knowledge, opportunities, partners and collaborators. In short, events play a critical role in the awareness, engagement and positioning of Connected Places Catapult as well as contributing to business development activities and targets.

As we are growing exponentially, so does the profile and scale of the events we organise and partner with. The role works closely with the Events Team Lead to define and deliver the Third Party events programme (external events, not organised by the Catapult), deliver Third Party events in collaboration with internal and external stakeholders, forge media and strategic partnerships to drive marketing goals and awareness of the Catapult's owned events and broader Catapult activities and outputs.

Our projects are exciting and cutting-edge, but also complex and challenging, typically combining innovative approaches and new technologies with partners from adjacent or very different sectors, in order to solve different city challenges in the UK and internationally. Our areas of expertise are varied from public policy and planning to digital and data, through to design in its many forms.

## Key responsibilities

Own the creation and maintenance of a consolidated master calendar of all Third Party events that are relevant to the verticals the Catapult engages with and build a subset annual calendar of all events the Catapult participates in

- In line with the objectives of a particular campaign/project, advise the business on which events best meet the requirements
- Define the participation of the Catapult in each Third Party event in line with marketing and business development goals
- Proactively research, propose and implement strategies to drive Catapult brand awareness and organisational objectives through Third Party engagements
- Effective and proactive relationship builder with internal and external stakeholders
- Ability to think strategically about the value add of events in driving marketing and commercial objectives
- Highly creative in finding ways to make the Catapult brand and messaging stand out in a physical and virtual event environment
- Work closely with all Catapult Directorates in a distributed environment to consolidate participation in Third Party events
- Work collaboratively with colleagues in the events team to build media and strategic partnerships to support the delivery of Catapult event goals
- Ensure regular post-event reporting with a track record in data-driven analysis including attendee feedback, goal attainment, and recommendations for future event improvements
- Provide event-oriented advice and input to shape event programmes and objectives
- Manage Connected Places Catapult events in line with the organisation's KPIs and Marketing targets
- Work with colleagues in the Events and Marketing teams to drive the promotion of events through different marketing channels
- Champion of organisational values and behaviours, acting as positive role model
- Escalates risks or compliance issues to Team Lead
- Manage event budgets and legal processes related to event supplier contracts.

## Required skills and experience:

- Proven track record in physical and virtual events management, ideally in a corporate marketing team
- Highly experienced in managing different types of Third Party event participation, from securing thought leadership opportunities to organising and hosting exhibition stands
- Proven track record of assuming ownership, moving quickly to implement ideas, and delivering results in a fast-paced environment
- Excellent project management skills with ability influence stakeholders to drive event goals within tight deadlines

- Excellent negotiation and influencing skills, with a clear understanding of the Catapult's value proposition and ability to drive partnerships
- Highly experienced in simultaneously managing multiple projects and delivering against deadlines
- Highly experienced in working with diverse internal and external stakeholders at all levels within a distributed environment
- Strong attention to detail with excellent organisational, interpersonal and communication skills
- Excellent time management, attention to detail and interpersonal skill.
- Experience in researching and creating event programmes, managing end-to-end event logistics and event marketing
- Experience in building report templates to evaluate, measure and report on strategic effectiveness and ROI for events
- Self-starter and self-learner constantly looking to deepen their knowledge.

### Desirable

- Experience working with Microsoft Dynamics or the like
- Experience working with Hopin virtual event platform or the like
- Bachelor's degree in relevant field of study
- Knowledge of, or interest in, new and emerging technologies, especially relating to transport the built environment or critical infrastructure
- Knowledge of working with Government organisations

### Role Specific

The delivery of a successful programme of events may require some occasional evening or weekend work, as well as UK and international travel in line with operational needs.

To apply for this role please email us on [jobs@cp.catapult.org.uk](mailto:jobs@cp.catapult.org.uk) with your CV and covering letter attached quoting the ref: **CPC483**

*Employment here is based solely upon individual merit and qualifications directly related to professional competence. We strictly prohibit unlawful discrimination or harassment on the basis of race, colour, religion, national origin, ancestry, pregnancy status, sex, gender identity or expression, age, marital status, mental or physical disability, medical condition, sexual orientation, or any other characteristics protected by law. We also make all reasonable accommodations to meet our obligations under laws protecting the rights of the disabled.*