



Recruitment Pack

July 2023

**Senior Events Coordinator/
Deputy Events Manager**



For every child, for every school, for the future of our region

Welcome to Schools North East

Thank you for your interest in this role. We are excited about what we do and the impact we have on the schools we work with across the North East.

Our region is vibrant, self-reliant and outward looking, featuring a dynamic economy, and distinctive culture. But for many children in the North East, the odds are still stacked against them. We know a good start can make all the difference to a young person's chances later in life.

In often challenging circumstances, our schools perform an important role incredibly well. It's a role that deserves all the help and support it can get. From everyone in the region and from the national education system as a whole.

Schools North East is a collaborative community of c.1,150 schools working together to make that difference for children across the North East of England. As a charity, and a grassroots organisation, we are governed by a board of regional Head Teacher and CEO Trustees, an Advisory Board and a School Business Professional Council, who provide the Charity with direction and support.

We are for all North East schools - regardless of size, type, faith, structure and geographical location. Our inclusivity is what defines us. Our driving passion is to engage at all levels to support schools to do their best for the region's children. We are independent, but not neutral - we campaign to improve conditions for North East schools. We engage with partners across all sectors for the benefit of schools, as well as with individuals and bodies across the political spectrum. Innovation is at our core. While we build on the knowledge of the past, we seek fresh solutions for the challenges of the present and to shape our future. We have a strong social purpose which is the foundation of our work. It dictates our actions and our behaviour; it defines us in the eyes of others. Our integrity underpins all that we do.



Our aim - the core of Schools North East - is to create a unique culture of collaboration and mutual support amongst the region's schools to ensure the best possible outcomes for all our region's young people.

We have wider reach and impact through the National Network of Special Schools for School Business Professionals, working with the specialist sector throughout England.

Schools North East Trading Ltd is the trading arm of the charity Schools North East. We are recruiting a highly motivated Senior Events Coordinator or Deputy Events Manager to join our small but successful team. This position offers tremendous opportunity to shape and implement programmes that make a real difference in schools. It is a challenging role that requires someone with a strong sense of pride in their job and who is willing to go above and beyond to help achieve the goals of the charity.

If you want to be part of a small, dedicated and passionate team bringing your skills to support these goals we would love to hear from you.

Chris Zarraga
Director





What we do

We are the **Voice** of NE schools - putting a strong regional accent on the education debate; The **Glue** that brings schools together in a purposeful community, for the benefit of all children in our region; and The **Bridge** that helps our region's schools and the outside world to connect with each other.

In particular, that **Voice** becomes louder every year. It is a Voice that reflects the issues in the education system as they impact on the NE region and the impact of well-intentioned policies made by people a very long way from the NE. But it is also a very personal Voice, aiming to reflect every school - and give them the opportunity for their story to be heard by policymakers, politicians, and the media, especially those isolated and under-represented ones.

It is a **Voice** that reframes the narrative. To move the education debate away from simplistic tropes. It challenges myths and promotes a positive narrative of NE schools, their staff and their students: We Lead not Plead. As THE **Voice** of North East schools we have extensive engagement with the media - BBC - regional and national, TV and radio; ITV, C4, C5, Inews, the Guardian, FT, GB News, The Times, The Tes, regional news outlets and more.

We are the voice of North East Schools

We are the glue that holds our schools together

We provide the bridge for schools to connect
to the external world





Events

The annual events programme is central to the support that Schools North East gives to its members. In the last year the programme had 42 events ranging from major conferences, CPD training courses, extensive virtual events programme, and on-demand single issue events to support our members.

The programme reaches a wide range of audiences within schools, regionally and nationally, and is delivered physically and virtually to nearly 4,000 delegates per year. This programme is diverse and exciting, ranging from an annual 'black tie' dinner for over 400 guests to our 'Celebration of Education', a festival-like event designed to showcase the amazing work our teachers do for children across the North.

Past speakers have included a number of Secretaries of State for Education, several of Her Majesty's Chief Inspectors, various government ministers, and high profile speakers from the world of education and beyond such as Olympic Gold Medallist Sally Gunnell and many more.

The programme has a reputation for high quality speakers and programmes that are engaging and relevant to members and is a central plank of the charity's fundraising activities.



CLICK HERE TO VIEW OUR 23/24 ANNUAL EVENTS CALENDAR

ANNUAL EVENTS 23/24 SNE Events

Booking forms will be linked once delegate bookings are open. For Partner School events, your schools point of contact will receive a direct invitation from Schools North East.

AGM 2023 DATE Thursday 28 September TIME 12:30 - 15:30* VENUE The Linskill Centre, North Shields AUDIENCE Exclusively for Schools North East Partner Schools, by invitation only	ANNUAL SUMMIT 2023 DATE Thursday 19 October TIME 09:00 - 16:00* VENUE St James' Park, Newcastle Upon Tyne AUDIENCE Head Teachers, School Senior Leaders, CEOs	OFSTED UPDATE 2023 DATE Thursday 16 November TIME 09:00 - 13:00* VENUE The Durham Centre, Durham AUDIENCE School Leaders, Teaching & Learning Leads, Chairs of Governance
GOVERNANCE CONFERENCE 2023 DATE Wed 29 & Thursday 30 November TIME 16:00 - 18:00* VENUE Virtual, via Zoom AUDIENCE Chairs, Governors, Clerks, School Leaders	ACADEMIES CONFERENCE 2024 DATE Thursday 25 January TIME 09:00 - 16:00* VENUE The Grand Hotel, Gosforth Park, Newcastle AUDIENCE CEOs, CFOs, COOs, Head Teachers, SMTs, Senior Leaders	CURRICULUM CONFERENCE 2024 DATE Thursday 29 February TIME 09:00 - 16:00* VENUE TBC AUDIENCE School leaders, Teaching & Learning Leads, Heads of Departments
PATRON'S DINNER 2024 DATE Thursday 14 March VENUE The Grand Hotel, Gosforth Park, Newcastle AUDIENCE Exclusively for Schools North East Partner Schools, by invitation only	HEALTHY MINDED 2024 DATE Thursday 16 May TIME 09:00 - 16:00* VENUE TBC AUDIENCE School Leaders, SENCOs, Wellbeing Leads, Pastoral	SBM CONFERENCE 2024 DATE Thursday 13 June TIME 09:00 - 16:00* VENUE St James' Park, Newcastle Upon Tyne AUDIENCE SBMs, CFOs, COOs, HR, Finance, Admin, School Leaders and other
NNOSS CONFERENCE 2024 DATE Thursday 25 April TIME 09:00 - 16:00* VENUE TBC AUDIENCE School Business Professionals from Special, AP and Hospital Schools	KEY Open to all Schools PS Partner Schools Only National Network of Special Schools Event, Powered by SNE 16-month event, Powered by SNE Am I a Partner School? Find out more about becoming a Partner School	NORTHERN CELEBRATION OF EDUCATION 2024 DATE Friday 3 July TIME 09:00 - 15:00* VENUE Students Union, Northumbria University, Newcastle AUDIENCE Teaching, Practitioners of all levels

Why join us?



This is a unique opportunity to develop in a role within a small team playing an important part in shaping and implementing programmes that make a real difference.

Its all about the people. Always is and always will be, people matter more than anything and we care about those we work with and those we serve. We are all about building trust-based relationships and establishing win-win partnerships.

We are passionate about our work. We care about results and get things done. Above all, we have a passion for what we do and we are proud of what we accomplish.

As a team, we are motivated by the vision of Schools North East ensuring there is always purpose to our work.

We want to succeed, to make a difference, to be the future, and to support education in our region.

As part of the team we offer:

- Office working in the centre of Newcastle
- Option to work at home on a Friday
- Generous holidays - 30 days per year plus bank holidays
- Contributory pension scheme
- Competitive salary
- Some travel throughout the region and sometimes nationally, on event days.

In your role you will support and be supported by the wider Schools North East team, which includes the Directors, Finance & Admin support, a Marketing & Communications team, and Policy Officer.

About you

We would love to hear from you if:

- You are ready to take the next step in your career and are excited about the prospect and challenge of taking a senior role in the development and implementation of major events
- You have demonstrable skills and the ability to meet the operational needs of the charity's events programme
- You have experience of managing or supporting the creation and delivery of a large scale events programme, or have the confidence and ability to do so
- You have excellent communication skills, both verbal and written
- You are organised with an eye for detail, and have a creative flair and 'can do' attitude
- You are comfortable dealing with a range of operational and strategic relationships
- You understand the strategic environment and can readily relate it to operational activities and results
- You are proficient across a range of platforms including social media
- You are able to take a lead role on the day at events and conferences, overseeing tech, hosting roles and managing speakers delegates
- You have knowledge of event marketing
- You are a great team player, working with colleagues to achieve shared goals with the ability to use your own initiative
- You have an interest in, and the ability to gain understanding of, issues affecting schools

Job Profile



Role	Senior Events Coordinator/Deputy Events Manager
Salary	Salary range: £24,423 - £31,591 - depending on experience
Reporting to	Events Manager
Hours	Full time, 36 hours per week
Required	As soon as possible

Core Objectives

Working under the Events Manager, you will deputise as required and be responsible for supporting the delivery of the events programme.

Support all aspects of event management from initial programme development through to on the day delivery.

Contribute to the growth of the events programme and manage specific strands.

Build strong and lasting relationships with stakeholders including speakers, delegates and Commercial Supporters.

Specific responsibilities

Will include, but are not limited to:

- Provide information, ideas, and assist in sourcing speakers to enable the Events Manager and Directors to produce a 'must attend' events programme that is attractive and relevant to our members, supports the organisation's key strategic goals, and generates significant income for Schools North East.
- To deliver events on time, within budget, that meet (and hopefully exceed) expectations, managing operational and administrative functions to ensure specific projects are delivered efficiently.
- On the day of events, oversee tech and AV, room management, and host rooms, or online events as required.
- Represent the charity externally, including supporting the Events Manager with suppliers, venues, sponsors and key partners to support income generation and the sustainability of Schools North East and its trading arm. You will maintain excellent relationships with existing and potential stakeholders.
- Ensuring excellent customer service and quality delivery.
- Support the marketing and recruitment of new Partner Schools through development of the events programme, using intelligence gained from your own research and the wider team.
- Responsibility of managing parts of the events programme under the Events Manager.
- To work as an integral member of a small team, willing to undertake tasks as needed to deliver the aims of Schools North East.
- Assist the Events Manager in the creation of event brochures, event handbooks and other marketing designs with the support of the Marketing and Communications Officer.
- Analysing both upcoming and past events data.



Personal Skills and Qualities

- Essential**
- Excellent communication skills, both verbal and written (A,I,T)
 - Innovative, highly creative, and able to articulate ideas and suggestions, an enthusiastic and proactive attitude and a willingness to be hands-on (A, I, T)
 - Demonstrate collaborative attitude and behaviour consistent with team and organisational values (A, I)
 - Customer focused with a natural ability to form effective relationships (A, I)
 - Ability to multitask and problem solve effectively to meet deadlines and work under pressure and be organised with an eye for detail (I,T)
 - Ability to use your own initiative and to work effectively alone and as part of a team(A, I,)
 - Interest in, and ability to quickly gain, an understanding of issues affecting schools (I,)
 - Highly motivated with a strong desire to succeed, to make a difference, and to support education in our region (A, I)
 - Target orientated and results driven (A, I)

Experience and Knowledge

- Essential**
- Experience, skills or the confidence and ability in
- Event sales and marketing (A, I, T)
 - Event income generation, including but not limited to; sponsors, media partners and marketing (A, I, T)
 - Working with a wide range of stakeholders (A, I)
 - Running AV equipment at conferences or similar events (A, I)
 - Developing, implementing and delivering events A, I, T)
- Desirable**
- Knowledge of the education system and issues affecting schools in the North East (A,I)
 - Experience of working for/ or with a membership organisation, network or charity (A, I)
 - Strong knowledge of event venues within the North East
 - Experience in liaising with event suppliers such as venues, AV equipment providers or similar (A, I)
 - 3+ years' relevant experience in the delivery of a successful events programme. This will include experience of events from initial concept to on-the-day execution
 - Procuring and managing event contractors, suppliers, and venues (A, I)
 - Virtual event software and technology(A, I)

Attainment and Qualifications

- Desirable**
- Educated to degree or similar level in a relevant subject

How to apply

Please submit a full and complete CV, along with a cover letter of no more than two pages of A4, to: recruitment@schoolsnortheast.com. Your cover letter should link your skills and experience to the job description. Please note: failure to submit a cover letter will result in you not reaching the shortlist stage.

If you would like an informal conversation prior to applying please request a phone call via email.

We will be interviewing on a rolling basis and reserve the right to close the position earlier than the closing date, we therefore recommend early applications.

If you are interested in this position but feel you do not have the relevant experience please get in touch for an informal chat.

We endeavour to provide feedback to all applicants. If you are still waiting to hear from us 28 days after applying please assume your application was not successful.