Senior Executive (Events)

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| **Budget:** |  | **Function:**  | Events |
| **Line Manager:** | Head of Events & Client Training | **Direct Reports:**  |  |
| **Our Vision** |
| Improving access to healthcare for all in the UK to:* Lead your best life
* Prevent you from getting a disease you’re at risk of
* Access the best in care (digital where possible, physical where necessary)
* Manage your long-term condition
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| **Your Role** |
| Reporting to the Manager (Events) you will be responsible for developing, creating, implementing, promoting, managing, hosting and evaluating an extensive programme of events to support the marketing plan across Simplyhealth.The role holder will be confident in their skills and ability, operating mostly within familiar areas and boundaries of their role.  They will have ownership for achieving and improving personal performance, acting on opportunities in their role and seeking new opportunities to develop. A focus will be on achieving personal goals/daily targets and having a personal impact on the goals set for the wider team. They will be open to personal feedback and work on leveraging strengths in their development areas whilst building positive relationships with team members and stakeholders, showing an awareness of different perspectives and styles. They will be confident to speak up in meetings and state their opinions, spotting opportunities and escalating issues to improve their own performance and processes and costs at team level. They will follow well defined priorities within a given framework and manage with a small degree of ambiguity and will have a clear understanding of how their role fits into the bigger picture and show curiosity to understand the bigger picture. |
| **Your Responsibilities & Accountabilities:** |
| * To support developing, implementing and managing an extensive programme of events through creative project management and budgetary ownership and control.
* Create a showcase of events and hospitality through printed collateral, website and videos to excite, engage and promote our offerings to internal and external clients.
* Work closely with key stakeholders across all business areas to ensure campaigns and communications are delivered consistently and in a joined up fashion across the business.
* Host and manage events with responsibility for liaising with all key staff, venues, speakers and suppliers.
* Take ownership as project manager of event attendance, creating extra support materials as and when to increase numbers.
* Ensuring safe delivery of all event collateral and equipment to events. Building and dismantling stage sets and assembling, operating and troubleshooting all audio visual equipment.
* Manage and maintain relationships with external agencies such as venues, promotional merchandise providers, entertainment companies, stand designers, audio visual providers in order to ensure they are fully briefed and clear on the work required with associated success criteria.
* Researching and sourcing clinical, motivational, keynote, celebrity and professional speakers to achieve the overall aims and objectives of an event.
* Creating evaluation surveys to measure and monitor campaign success, including providing regular reports to leadership and associated parties.
* Keep up to date on regulatory changes and react with creating a supporting series of events.
* Proactively identifying business leads via exhibitions and roadshows post event and act on all sales/growth opportunities.
* To identify event opportunities and areas where the event programme can be developed and extended.
* Keeping up to date with GDC requirements to ensure all CPD certificates are verifiable.
* Line management of Event Executives.
* Building relationships with clients while hosting events.
* Have an understanding of the dental, vets and corporate markets.
* Ensure that you work in a safe manner and remain up to date and comply with the Health & Safety policy statement and procedures and report any incidents to your line manager.
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| **Key Connections:**  |
| 1. Sales Leadership Team
2. Marketing functions
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| **Key Experience:** |
| * Project management or Events project management preferred but not essential
* Experience of working in an office environment to tight deadlines
* Experience of working at external event
* Educated to a minimum of A level standard
* Must hold a full driving licence – essential
* Literacy, numeracy and IT skills
* Knowledge of IT systems show
* Understanding of the dental market preferred but not essential
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| **Our Values** |
| Health and access to healthcare have never been more important. With this comes endless exciting possibilities for innovation and growth. The market is evolving quickly, so we need to ensure our customers have access to the leading-edge health solutions they expect and deserve, now and for generations to come. **We’re living in extraordinary times…**By reinventing ourselves, we will reach more customers, giving them increased access to affordable healthcare and unlocking our growth potential. This next chapter is about transformational change for us.**This is our time to survive, drive and thrive…**This is our chance to get ahead and stay ahead. We will ensure our commercial success by moving into new areas of healthcare, and leading with preventative, breakthrough solutions. We will use innovative digital tools, embracing technology to create new partnerships and opportunities. We are passionate about helping every generation lead better lives and get the care they need in real time. To make this a reality, we need to challenge our ways of working, whilst keeping the customer at the heart of everything we do. To *really* make a difference, it’ll take every single one of us across Simplyhealth to step up. **Our cultural movement...**To act with **courage and curiosity**, so we can unlock the opportunities to help customers, colleagues and communities. To operate with **trust and kindness**, working alongside customers, delivering what they need to live their best lives, as well as supporting colleagues as they strive to be their best. Spotlight our passion for **All together healthier**, focusing on self-care and nurturing relationships. We must ensure we are a strong team - one that’s able to build healthier lives for all. We each have an important role to play in this next chapter. Everyone has the freedom to innovate and make a difference for our customers. We need to act at pace and take on newer, braver, creative approaches. We shouldn’t be afraid to fail fast and learn quickly. By being curious and continually pushing ourselves and each other, we will find new and better ways. |
| **Our Behaviours** |
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| Courage and Curiosity | Trust and Kindness | All Together Healthier |
| ***So we deliver profits for a purpose*** | ***Because our customers, colleagues and communities are at the heart of what we do*** | ***Enabling better health outcomes together*** |
| * We make bold decisions and take considered risks, with customer and commerciality front of mind.
* We make things happen and keep things simple.
* We always take the initiative and hold ourselves accountable for the delivery of great results.
* We ask questions and listen intently as every viewpoint and capability counts, and we have the courage to be honest and say what we think.
 | * We invest in relationships to build trust and rapport.
* We listen carefully always trying to find ways to add value.
* We treat each other with care, compassion and kindness, celebrating and embracing differences.
* We strive to make a difference in society, unlocking opportunities for those in need.
 | * We help every generation take control of their health.
* We start with self-care so we can show up at our best, every day.
* We are full of energy and pride in what we do. We focus on self-development to learn and grow, so we can stay up to date and add value.
* We innovate and collaborate on our best ideas. Together, we can drive the changes that are needed to help our business grow, and help our customers live their best lives.
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| * **We have a ‘smart working’ policy with flexible remote working. However, there may be a requirement to attend meetings at our Hampshire head office in line with government guidelines.**
* Some UK travel & overnight stays.
* Reasonable role and task flexibility expected given the seniority of the role.
* May be required to lead other business activities or projects in other parts of the Simplyhealth Group.
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