

private & confidential

# Role Description



## Events producer

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**Job Title:** Events producer  
**Reporting to:** Head of Events  
**Salary:** c£28-30k per annum  
**Location:** London  
**Website:** [www.britac.ac.uk](http://www.britac.ac.uk)

## Welcome message

Dear Candidate

Thank you for your interest in this role and the British Academy. We are an organisation with a great story to tell. For over a century, we have recognised, funded and nurtured the very best researchers and research in the Humanities and Social Sciences.

We count among our Fellowship some of the greatest thinkers of our time, and through our funding and research programmes, have developed a global community of academics at all stages of their careers.

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The Humanities and Social Sciences make up over half of the UK's research base and graduates of these subjects drive major parts of the economy. There is no major challenge facing the world today that will not be solved by the Humanities and Social Sciences - alongside the physical and life sciences. Our disciplines help us to understand how we have lived, how we live now and how we want to live in the future.

There needs to be a much greater understanding of the value of our subjects and of who we are and what we do. That's where you come in.



We are reviewing and re-energising all aspects of our communications activity, particularly the way in which we use digital to communicate with our diverse audience and how we develop content that will engage and inspire our many audiences. Central to the success of this approach is a dynamic, agile, creative and effective Communications Department. This role and a number of others have been created following a review which looked at where we need additional skills and capacity in the team.

There is a real appetite for enhanced communications among our stakeholders and significant scope to introduce new channels and tactics as well as inputting into the overall strategy.

This is a great opportunity for someone looking for a new challenge and for the opportunity to drive change and deliver results. You will be an energetic and inspiring events professional with an eye for detail and a focus on delivery. You will be an ideas person, looking at how we might innovate within our events programme to increase audience engagement and ensure we are ahead of the curve. You can find out more about what we are looking for in this pack. If you feel you fit the bill, we look forward to hearing from you

Best wishes

Liz Hutchinson

Director of Communications and Engagement

## Introduction

The British Academy is the UK's national body for the humanities and social sciences. Our purpose is to inspire, recognise and support excellence in the humanities and social sciences, throughout the UK and internationally, and to champion their role and value.

We have three principal roles:

A Fellowship of distinguished scholars from all areas of the humanities and social sciences, elected by their peers, that facilitates the exchange of knowledge and ideas and promotes the work of our subjects.

A Funding Body that supports the best ideas, individuals and intellectual resources in the humanities and social sciences, nationally and internationally.

A Forum for debate and engagement that stimulates public interest and deepens understanding, that enhances global leadership and policy making, and that acts as a voice for the humanities and social science

Our Strategic Plan published last year and running to 2020 has four main objectives:

- Championing the Humanities and Social Sciences
- Advancing Excellent Research
- Shaping Policy and Public Understanding
- Delivering Global Leadership in Research

Our work is governed by a Council chaired by the President and comprising nine officers

(Vice Presidents with varying portfolios) and 15 ordinary members drawn from the Fellowship. A Management Advisory Committee of the Vice Presidents and the Directors make recommendations to Council on the Academy's objectives, policies and procedures and monitors the work of the Academy at the operational level. There are a number of Committees sitting under this relating to a variety of briefs. A Communications and Engagement Committee, led by the Vice President for Public Engagement, steers the work of the Communications and Engagement Directorate.

## About the role

This is a new role designed to look afresh at our events programme, as part of a newly integrated Events Team. As well as running our renowned Conference programme, currently six two-day events a year, you will also lead our fledgling Summer exhibition - an interactive event designed to showcase Academy funded research and explore innovative ways of delivering events to increase engagement with present or digital audiences. You will work with the Head of Events to explore new partnerships with external organisations and with the Head of Digital. You will work with the Head of Digital and others in the team to integrate digital into the events programme. You will develop an evaluation framework to deliver robust and useful reports and insight that can be used to shape our activity.

Who will I report to?

- You will report to the Head of Events

Who will I line manage?

- No formal line management, but supervisory responsibilities for events stewards and leadership of project teams.

What other key internal relationships will I have?

- You will work closely with a range of colleagues across the Academy, including Policy, Venue sales and Finance
- You will be expected to get to know a wide range of Fellows and those we fund as potential speakers for events

- You will work closely with conference convenors, exhibitors and other events contributors from within the Fellowship and wider academy community

What will be my success measures?

- To be developed as part of your Performance and Development Review but may include:
- The development of a Summer exhibition, featuring displays, talks and interactive and digital elements with demonstrable outcomes (to be agreed)
- The successful delivery of six conferences with excellent feedback from convenors and attendees
- Pilot activity undertaken to try new formats and/or delivery methods using digital technologies leading to increased audience engagement

## Job Description

### Job Purpose

To contribute to the effective creation, management and delivery of delegated parts of the Academy's Public Events programme particularly the summer exhibition, conferences and events in non-traditional formats to introduce greater interactivity and to make best use of digital technologies; work closely with the Head of Public Events on the planning and strategic development of the Academy's events programme. In particular, to lead the delivery of a programme of conferences and the annual summer exhibition, ensuring this effectively reaches a diverse audience

To devise, organise and evaluate events in a range of formats aimed at showcasing the Academy to a wide audience - with a focus on developing interactive and digital elements to events and developing new partnerships with external organisations.

### Main duties and Responsibilities

#### Programme planning

- Work closely with the Head of Events in planning and creating selected elements of the events programme, primarily the conferences (in liaison with the Head of Publications), summer exhibition and innovative events designed to explore greater interactivity and the use of digital technologies to reach a wider audience. The postholder will also coordinate a variety of other events including panel discussions, lectures, 'in conversations', performances and film screenings. Attend the relevant Committee meetings when required and liaise closely with the

Research, Policy and International teams to ensure an integrated programme which develops the Academy's profile and reach.

- Support the development and delivery of the Audience Development Plan and the programme's evaluation framework.
- Identify innovative programmes with digital elements to raise the profile of the Academy using new technologies and channels and deepen engagement with our audiences by increased interactivity.
- Work with the Head of Events and Development teams to develop new partnerships in order to deliver new external sponsors and partners who can help increase profile and reach for the Academy and assist with sharing or reducing costs and/or generating income
- Develop a programme of activity to develop our insight into audience habits and trends and to feed this work back into the team

#### Programme management

- Manage delegated programme events and other activities on the day at the Academy or other UK locations, including supervising the setting up of rooms, audience management, AV and speaker co-ordination and generally representing the Academy to the public.
- Be responsible for the administration and smooth delivery of delegated events and activities, booking facilities, liaising with convenors, speakers, chairs and partners, and liaising with internal Academy departments and external suppliers and freelancers to ensure that all programme activities are delivered to the highest standard.
- Draft budgets for programme activities and ensure they remain within budget, finalising accounts for individual activities, organising invoices for activities run with external bodies and freelancers, dealing with travel and expenses claims and compiling details of completed activities and financial reports.
- With the Assistant Events Producer, develop marketing strategies to effectively promote events to target audiences, ranging from academics to a wider general public.

#### Engagement activity

- Devise an annual summer exhibition for the Academy drawing content from the Fellowship and funded scholars, developing interactive and digital elements to extend our reach to new audiences including younger audiences.

- Deliver this and associated events; managing the budget, staff volunteers, contributors, suppliers and develop a robust evaluation process
- Develop innovative activity to support and disseminate Academy Research projects to the wider public
- Work with the Head of Events to develop an Academy approach to public engagement with research and identify opportunities, such as festivals and similar events, to deliver pilot activity

## General

- Support the Head of Events across the full range of his/her responsibilities as directed, including deputising whenever necessary.
- Carry out such other duties as may reasonably be requested to support the work of the Communications and External Relations department.
- This post requires regular attendance at events which entail working outside normal working hours, particularly evenings and possibly weekends, as well as attending Academy events held outside London.

## Person specification

### Experience and qualifications

- Experience of creating, planning and organising different kinds of public events and public engagement including those in non-traditional formats or using digital techniques and large scale events of 1000+ people
- Experience of working in partnership with external organisations and particularly those in the heritage, cultural or education sectors
- Experience in pitching for, and securing, funds from third parties (desirable)
- Experience in using databases, registration systems and other audience management tools
- Experience of delivering marketing activity to promote events, including the use of creative digital channels and techniques
- Educated to degree level or equivalent, ideally in an H or SS discipline

### Knowledge

- Good knowledge and understanding of the public engagement sector and how to deliver activities to deepen engagement with research
- Thorough understanding of best practice in events and digital and how to apply this

- Good knowledge and understanding of different audiences and appropriate engagement routes, and of programme evaluation tools and methodologies
- Understanding of audiences, and techniques for mapping and surveying them
- Understanding of how to reach younger audiences and their influencers such as educationalists online and face to face (desirable)

### Skills

- Excellent interpersonal skills, able to communicate effectively with people at all levels
- Strong planning, organising and negotiating skills
- Good listening skills
- Ability to work on own initiative
- High level of proficiency in core office computer skills
- Project management skills, and familiarity with a project management methodology (desirable)
- Demonstrable experience in raising income through events

### Personal style and behaviours

- Commitment to innovation and harnessing new technologies to improve organisational effectiveness and efficiency
- Creative and innovative thinker
- Personal commitment to the values, vision and objectives of the organisation
- A team player who works collaboratively and communicates effectively with colleagues
- Manages time and resources effectively
- Demonstrates a pro-active, can-do attitude and takes ownership of tasks where appropriate
- Handles difficult situations calmly, with sensitivity and respect

### Other requirements

- Demonstrates commitment to high quality service and efficiency in all aspects of the organisation's operations
- Demonstrates commitment to equality and diversity



# Department structure

