

Event Manager

As business restrictions begin to ease and we start to re-build our industry events, we are looking for an outstanding events manager to join our Communications and Marketing team to deliver reputation-building events to support our members and wider industry, and help us deliver our ambitious industry recovery plan.

We are looking for someone with the experience to hit the ground running and a track record in delivering a range of both online and in person events. You will need to be a real team player who enjoys collaborating and working with people at all levels both internally and across our industry. You need to be able to manage agencies and suppliers, be a keen negotiator and have an incredible attention to detail.

ABOUT SCOTLAND FOOD & DRINK

Scotland Food & Drink is the industry leadership body for the sector, representing over 460 members and providing a unique platform for collaboration between industry and the Scottish Government to help drive responsible growth and secure Scotland's reputation as a land of food and drink.

Prior to the pandemic, Scotland's food and drink industry had gone from strength to strength. The sector was worth £14.8 billion, employing 115,000 people across the whole of Scotland. From its record high value, the sector has contracted over the past 12-15 months as Coronavirus and Brexit impacts shook the global and UK economies.

To set the industry back on its remarkable growth path, the Scotland Food & Drink Partnership is leading on delivery of the *Recovery Plan*. With over 50 actions the plan brings together businesses and trade organisations from across the sector to boost economic activity and speed up the recovery. The plan is backed by the Scottish Government with a £15 million investment to realise the strategy.

At Scotland Food & Drink our culture is very important to us. We believe working with us should be a hugely positive experience and we live and work by our core values:

Ambition – we are passionate about making a difference.

Collaboration - our impact comes from harnessing the individual strengths of our people and our partners, forging a strong team spirit. We have each other's backs.

Respect – we all set the tone, taking personal responsibility for our actions, embracing empathy and generating a world class external reputation.

Balance - work is important, life is everything. Success is doing both well.

JOB SUMMARY

Reporting to the Communications and Marketing Director, this role has overall responsibility for the delivery of Scotland Food & Drink's annual corporate events calendar which includes our industry 'Oscars'; the Scotland Food & Drink Excellence Awards which hosts around 800 people, as well as our Annual Conference and AGM and ad hoc industry events such as strategy launches, networking events and attendance at conferences and exhibitions.

Internally, you will work in collaboration with colleagues from all directorates of the business as well as our cross-partnership service, The Knowledge Bank. Externally key contacts include; venues, exhibition organisers, events agencies and suppliers as well as liaising directly with

partner organisations, Scottish Government (SE, ONE and HIE), our members and non-members and the wider food and drink industry as appropriate.

DUTIES & RESPONSIBILITIES

1. End to end management of all our corporate and industry events including but not limited to the Scotland Food & Drink Excellence Awards (judging and award ceremony), AGM and Annual Conference. Ensure all events are delivered on time, within budget, and meet expectations.
2. Deliver both in-person as well as digital/webinar/online events working across a variety of event platforms as appropriate.
3. Establish and develop relationships with appropriate partners and manage supplier relationships (exhibition managers, venues, production companies etc.)
4. Ensure administration and event communications (both internal and external) are accurate and prepared in a timely manner; nametags, delegate packs and other relevant materials, gift bags, registration lists etc.
5. Financial management: manage event budgets, monitoring income and expenditure to ensure events are delivered on budget. Highlight any projected deviations to the budget owner so action can be taken if necessary. Maintain accurate records and produce reports, including re-forecasting to monitor and analyze performance.
6. Work with the Communications and Marketing team to provide appropriate marketing and promotional collateral, that the events web pages are up to date and on-line registration processes are in place. Provide this team with on the day opportunities and content for agreed media channels.
7. Deliver on agreed sponsorship opportunities and branding at events.

REQUIREMENTS

- A minimum of 5 years' event management experience delivering both large and small scale events.
- Event management qualification an advantage
- Experience of delivering online events
- Excellent attention to detail and highly organised
- Ability to multi-task and manage a busy workload
- Strong communication skills, both written and verbal. You will be required to build relationships, negotiate and influence decisions at all levels of management.
- Take initiative and work independently, but also able to collaborate and work as part of a team.
- IT literate across Microsoft Office including Word, Excel, PowerPoint and Outlook. CMS and CRM familiarity an advantage. Experience of platforms such as Hopin also an advantage
- Strong interest in the Scottish food and drink industry
- Willing to work unsociable hours, travel and stay away from home as required.

Fixed term contract until end March 2023

Salary	£30,000
Annual Leave entitlement	25 days (plus 10 bank holidays)
Working hours	5 days a week but will consider flexible working
Location	Ratho Station, Edinburgh (currently home-working)

Closing date for applications: Friday 23 July 2021

Please send CV and covering letter to: Human.resources@foodanddrink.scot

Online interviews for this role will take place 5 August 2021