



## Position: Events and Programme Lead

Organisation: Marketing Nottingham and Nottinghamshire

<b>Reporting to:</b>	TBC
<b>Salary:</b>	£35,000.00 per annum
<b>Term:</b>	<b>Permanent</b>
<b>Location:</b>	Nottingham City, 'Hybrid' working model with a combination of remote and on site working.
<b>Placed On:</b>	07/04/2026
<b>Closes:</b>	04/05/2026
<b>Job Ref:</b>	MNNEPL26

### Our offer to you

People are at the heart of what we are and do.

Marketing Nottingham and Nottinghamshire (MNN) is proud to have been part of the city and county for 25 + years, and we continue to strive for excellence in all we do, leading our region to be recognised as an amazing place to Live, Work and Play.

We want to attract talented people from across the city and beyond, support them to succeed, and celebrate their success. Committed to helping the people who work here to develop through accessing training to elevate current and develop new skills, providing development opportunities and encouragement to reach their full potential.

We believe there is no such thing as a typical member of staff and that diversity is a source of strength that underpins the exchange of ideas, innovation, and debate. We warmly welcome people from all backgrounds and are committed to fostering an inclusive environment where diversity is at the heart of who and what we are, and how we work.

Supporting our people to achieve a healthy work/life balance is important both to our employees and to the success of the organisation and, depending on the role, we offer a variety of flexible working arrangements. We therefore welcome discussions on all forms of flexible working.

In addition, you will receive a generous package of benefits including 28 days paid holiday a year, one paid day a year for volunteering, occupational sick pay, and a pension scheme.

Marketing Nottingham and Nottinghamshire is based in Nottingham City but our team travel and work across the whole region to support and deliver our members. We have office space in the city centre with access to the main bus and tram routes and the train station. The locality has many amazing facilities such as art galleries, theatres, museums, gyms and sports centres, shops, places to eat and drink and green and blue space for you to explore and enjoy.



### The Organisation

Marketing Nottingham and Nottinghamshire serve as the official place marketing organisation, promoting economic growth across the region. Our primary objective is to enhance the area's reputation, attracting businesses, visitors, and investors, thereby playing a pivotal role in driving the local economy and showcasing the region's diverse offerings.

Operating under the MNN umbrella, our organisation focuses on five key areas:

- 1. Partners:** Our Partner members commit to supporting our Inward investment work through a fee-paying membership and by championing our offer. In turn we work closely with our members across the region, providing valuable insights and data on the prevailing economic landscape. By keeping them updated on local and national agendas that may impact their operations, we contribute to their success. Moreover, we ensure the dissemination of our region's messaging creating a consistent voice for broader use by all.
- 2. Invest:** Supports businesses, both from the UK and internationally, in establishing a presence within our region and working with existing businesses to facilitate their growth and expansion.
- 3. Visit:** Plays a pivotal role in promoting the region's attractions and offerings to support our vibrant visitor economy. Through targeted national and international campaigns, we strive to raise awareness of our region and attract more visitors to the area.
- 4. Meet:** Collaborating with our partners, we attract and secure national and international conferences and events. Leveraging our extensive network of venue types and locations across the region, we facilitate seamless connections between companies and suitable event venues.
- 5. Tourist Information Centre (TIC):** Our TIC serves as a vital resource for the public, offering comprehensive information about the city and county, as well as guidance on available activities. Additionally, we provide various services, including event bookings, travel support, and a diverse range of souvenirs and corporate gifts.

Despite our diverse focus areas, we foster a culture of collaboration and support within our organisation. We provide a conducive environment for open, critical thinking, facilitating the creation, sharing, and dissemination of knowledge among our team members.

Join us at Marketing Nottingham and Nottinghamshire as we continue our mission to drive growth and showcase the unparalleled opportunities and experiences that our region has to offer.



## The Person

We're looking for a passionate and highly organised events professional who excels at bringing people together and delivering events that feel purposeful, professional and deliver impact, bringing benefit to all that engage.

You'll be confident working with a wide and diverse range of stakeholders — from senior leaders and sponsors to partners, speakers and suppliers — building trust and managing relationships with confidence and care.

You'll enjoy working across multiple projects, planning ahead while responding calmly to the unexpected. When the workload is high or delivery pressure peaks, you remain measured, solutions-focused and positive, keeping events on track without losing sight of quality or detail.

Proactive and self-motivated, able to work independently while collaborating closely with colleagues across different teams and priorities. You take pride in being dependable, organised and motivated by delivering events that create real value for the organisation and its partners.

Above all, you are someone who cares deeply about quality, relationships and reputation, and who is excited by the opportunity to play a central role in delivering events that showcase Nottingham and Nottinghamshire at their best.

## Job Purpose

The Events and Programme Lead is the lead role for the planning, delivery and strategic coordination of all Marketing Nottingham & Nottinghamshire (MNN) events, spanning:

- Trade and investment events
- Partner and membership events
- Summits, conferences and forums
- Awards programmes

The role ensures that MNN's events programme is high-quality, commercially minded, well-governed and reputation-enhancing, supporting the organisation's objectives across inward investment, visitor economy, business events and partnership growth.

The post holder will act as the central point of ownership for events, working closely with colleagues across the whole organisation, as well as with speaker, sponsors, venues, suppliers and stakeholders. You will work with our commercial team to ensure delivery is aligned to our objectives and within budget.



## Key Responsibilities

### Strategic Event Leadership

- Lead the development and delivery of a rolling 12–18 month events programme covering all MNN activity, ensuring alignment with organisational priorities and brand values.
- Act as the single point of coordination for MNN events, ensuring consistency, quality and efficiency across programmes.
- Work with senior colleagues to shape the purpose, audience and outcomes of each event.

### Event Portfolio Delivery

The role will lead on events including (but not limited to):

- Trade & investment events (e.g. UKREiiF, MIPIM-linked activity, trade missions, inward investment showcases)
- Partner and member events (Nottingham Partners networking, briefings, roundtables)
- Summits and conferences (e.g. Tourism Summit, FutureProof-style forums, sector-led summits)
- Awards programmes (tourism, business or sector-specific awards)

This includes ownership from concept through to post-event evaluation.

### Sponsorship & Commercial Activity

- Working collaboratively, identify and secure event sponsorship opportunities, working with relevant teams to maximise income and value.
- Manage sponsor relationships, ensuring contractual commitments, visibility and engagement are delivered.
- Support the development of sponsorship packages and commercial propositions linked to events.

### Speakers & Content

- Working collaboratively across the organisation, identify, secure and manage speakers, chairs and contributors.
- Coordinate agendas, presentations and briefing materials.
- Ensure speakers are well-supported and aligned with event objectives and messaging.



### Event Management & Delivery

- Working with the team, source and manage venues, suppliers and production partners, securing best value.
- Oversee event logistics including catering, AV, accessibility, sustainability, branding and registration.
- Manage timelines, guest lists, invitations, ticketing and on-the-day delivery.
- Act as lead troubleshooter during live events to ensure smooth delivery.
- Produce post-event reports including attendance, outcomes, leads and insights.

### Line Management

- This role has line management responsibility for the Events and Projects Manager

### Budget & Governance

- Manage event budgets and ensure delivery within agreed financial parameters.
- Work closely with the Finance Officer to track expenditure, invoicing and income.
- Ensure events follow internal governance, procurement and risk-management processes.

### Marketing & Communications

- Work with marketing and PR colleagues to promote events before, during and after delivery.
- Ensure all event information is accurate and up to date across websites, booking platforms and communications.
- Contribute to content generation from events to support wider MNN storytelling and engagement.

### Organisational Contribution

- Work flexibly, including evenings and external events where required.
- Contribute to wider MNN activity as required, supporting a collaborative, high-performing culture.



## Person Specification

### Essential

- Proven experience delivering high-quality events across multiple formats.
- Strong organisational and project management skills.
- Experience managing budgets, suppliers and stakeholders.
- Excellent communication and relationship-management skills.
- Ability to work independently while coordinating across teams.
- Confidence managing live events and senior stakeholders.

### Desirable

- Experience of trade, investment, conference or awards events.
- Experience securing or managing sponsorship.
- Knowledge of the place-marketing, business, tourism or public-sector environment.
- Line Management Experience.

## Competency Framework

	Essential	Desirable
<b>1. Strategic Event Leadership &amp; Planning</b>	<ul style="list-style-type: none"> <li>• Ability to plan and manage a rolling programme of events that align with regional requirements.</li> <li>• Understands how events support organisational objectives.</li> <li>• Able to balance multiple event types and audiences.</li> <li>• Confident prioritising workload within available resources.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience shaping an events programme aligned to place-marketing, economic development or tourism objectives.</li> <li>• Experience working across multiple brands or business areas.</li> </ul>



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<p><b>2. Event Delivery &amp; Operational Excellence</b></p>	<ul style="list-style-type: none"> <li>• Proven experience delivering professional, high-quality events.</li> <li>• Strong project management and organisational skills.</li> <li>• Confident managing venues, suppliers and logistics.</li> <li>• Ability to troubleshoot and problem-solve during live events.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience delivering large-scale, multi-day or high-profile events.</li> <li>• Experience delivering awards ceremonies or conferences.</li> </ul>
<p><b>3. Commercial &amp; Sponsorship Management</b></p>	<ul style="list-style-type: none"> <li>• Experience working with sponsors, partners or commercial stakeholders.</li> <li>• Understanding of event budgets, costs and income.</li> <li>• Ability to manage sponsor relationships professionally.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience securing sponsorship or developing sponsorship packages.</li> <li>• Track record of generating income through events.</li> </ul>
<p><b>4. Stakeholder &amp; Relationship Management</b></p>	<ul style="list-style-type: none"> <li>• Strong interpersonal and relationship-management skills.</li> <li>• Confidence working with senior stakeholders and speakers.</li> <li>• Ability to communicate clearly, diplomatically and proactively.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working with public-sector, private-sector and partnership stakeholders.</li> <li>• Experience managing politically or reputationally sensitive events.</li> </ul>



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	<ul style="list-style-type: none"> <li>• Experience coordinating multiple internal and external contributors.</li> </ul>	
<b>5. Communication &amp; Content Coordination</b>	<ul style="list-style-type: none"> <li>• Ability to work with marketing/communications teams to promote events.</li> <li>• Experience managing event invitations, booking systems and attendee communications.</li> <li>• Ability to coordinate agendas, speakers and event materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience generating content or insight from events.</li> <li>• Experience working with PR teams or media at events.</li> </ul>
<b>6. Financial Management &amp; Governance</b>	<ul style="list-style-type: none"> <li>• Experience managing event budgets.</li> <li>• Ability to track expenditure and work with finance colleagues.</li> <li>• Understanding of basic governance, procurement and compliance requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working within public-sector or arm's-length body governance.</li> <li>• Experience managing contracts or formal supplier agreements.</li> </ul>
<b>7. Organisation, Time Management &amp; Flexibility</b>	<ul style="list-style-type: none"> <li>• Excellent time-management and organisational skills.</li> <li>• Ability to manage workload effectively.</li> <li>• Willingness to work flexibly, including</li> </ul>	<ul style="list-style-type: none"> <li>• Experience managing peaks of delivery across multiple event strands.</li> <li>• Experience working autonomously with minimal supervision.</li> </ul>



	occasional evenings/events.	
<b>8. Professionalism &amp; Values</b>	<ul style="list-style-type: none"> <li>• Professional, reliable and discreet approach.</li> <li>• Strong attention to quality and detail.</li> <li>• Commitment to inclusion, collaboration and positive representation of the organisation.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience acting as an organisational ambassador.</li> <li>• Commitment to continuous improvement and innovation in event delivery.</li> </ul>

*This competency framework outlines the key skills, behaviours, and attributes required for success in the role of Events and Programme Lead at Marketing Nottingham and Nottinghamshire Limited. These competencies serve as guidelines for recruitment, performance evaluation, and professional development within the organisation.*

#### **Qualifications and Experience:**

- Bachelor's degree in Event Management or
- 3+ years of experience in development and management of events
- Proficiency in event booking systems
- Strong understanding of the range of different requirements for complex events
- Experience in developing and executing small and large events
- Excellent analytical skills and ability to derive actionable insights from feedback and success reviews of events
- Strong project and time management skills, with the ability to manage multiple projects and initiatives simultaneously
- Creative thinking and problem-solving skills, with a passion for innovation and continuous improvement.

#### **Benefits:**

- Pension scheme
- Health and wellness benefits
- Opportunities for professional development and growth
- Flexible working arrangements