

LOCATION	Northbridge International School Cambodia	
JOB TITLE	Events Manager	
JOB PURPOSE	To lead the planning and execution of all schools events for current and prospective parents that bring to life the unique identity of the school and showcase the school in the best possible light with a focus on the Advocacy stage of the Parent Experience Journey.	
REPORTING TO	Director of Admissions and Marketing	
DIRECT REPORTS	None	
OTHER KEY RELATIONSHIPS	Internal <ul style="list-style-type: none"> • School Principal, SLT, Academic Faculty, MAC Team • The Regional Office • Procurement • Other global MAC team members 	External <ul style="list-style-type: none"> • Parent Faculty / Teacher Association • Videographer • Photographer • Vendors • Digital and media agencies
PACKAGE	Competitive	
KEY RESULT AREA	MEASURES OF PERFORMANCE	
Develop and manage the annual event calendar and schedule for the school. <ul style="list-style-type: none"> ▪ Create, manage and co-ordinate all internal and external events into one annual calendar and schedule for the school. ▪ Work with the Principal and SLT to manage the calendar for the current academic year. ▪ Lead the planning process for the next academic year through the annual planning cycle. ▪ Develop and manage the school event budget, providing all key stakeholders with regular updates of actuals versus planned spend. ▪ Create and maintain the calendar of events on the school website and keep the schedule accurate and up to date on a daily basis with all required information. 	<ul style="list-style-type: none"> ▪ Sign-off of school annual event calendar ▪ No overspend on budget ▪ Feedback from key stakeholders 	
Lead the development and execution of event management procedures to ensure all events are executed efficiently and effectively. <ul style="list-style-type: none"> ▪ Lead the logistical planning and project management for all major events ▪ Manage an efficient invitation and attendee tracking process. ▪ Develop procedures and guidelines to support other members of the school team to execute events effectively. ▪ Co-ordinate management and collateral required for external 	<ul style="list-style-type: none"> ▪ Events executed on time and as per plan ▪ Cost savings on specific line items versus prior year ▪ Feedback from key stakeholders 	

<p>events such as school fairs and open days</p> <ul style="list-style-type: none"> ▪ Lead the on-the-ground execution for all major events. ▪ Co-ordinate and attend the weekly school event management meeting. ▪ Manage a roster of external vendors to provide quality and cost effective event services ▪ Co-ordinate across the MAC team to ensure all school recruitment events are appropriately staffed with MAC team members. 	
<p>Develop and execute creative themes for major events that bring to life the unique identity of the school.</p> <ul style="list-style-type: none"> ▪ Maximise branding opportunities to promote the school through community events. ▪ Provide planning and project management advice and support to the Parent Faculty for their events. ▪ Leverage external opportunities to showcase school performing arts and music departments such as choirs, bands and theatre performances. ▪ Co-ordinate staff events including staff orientation programmes and seasonal celebrations. 	<ul style="list-style-type: none"> ▪ Increase in attendance numbers versus prior year ▪ Feedback from key stakeholders
<p>Work with the School MAC team to market major events through external outreach, media, PR and communications.</p> <ul style="list-style-type: none"> ▪ Work with the school DAM to build relationships with key external partners such as Chambers and Embassies / Consulates to maximise opportunities to promote the school through external events. ▪ Develop event marketing collateral using Central and Regional templates. ▪ Work with the Marketing Manager / Communications Manager to promote major events through relevant online and offline channels. ▪ Co-ordinate with school or external photographers / videographers to ensure ample collateral is produced for Communications to use in school social media and on the website news and blogs section. 	<ul style="list-style-type: none"> ▪ Social media and other digital marketing benchmarks showing positive trend versus prior year ▪ Feedback from key stakeholders ▪ Annual table top review of event collateral
<p>Work with the school MAC team to optimize the number of events that can lead to parent recruitment.</p> <ul style="list-style-type: none"> ▪ Lead the discussion with the Principal and SLT on which events can be leveraged for parent recruitment. ▪ Act as the key point of contact for event and sponsorship enquiries. ▪ Ensure the events calendar contains ‘open day’ events. ▪ Take advantage of B2B events: engaging relocation agents and / or engaging decision makers in other companies. 	<ul style="list-style-type: none"> ▪ Number of qualified leads versus prior year

<p>Provide appropriate leadership, coaching and best practice sharing to other members of the MAC and wider school team.</p> <ul style="list-style-type: none"> ▪ Act as a role-model to other members of the MAC Team and coach the best from them. ▪ Support the DAM to develop a culture where the school engages as one and works to ensure admissions is a whole school responsibility. ▪ Contribute to the sharing of best practice in event management across the MAC school team, region and group. 	<ul style="list-style-type: none"> ▪ Employee performance review rating(s) ▪ Team conversion rates ▪ Team feedback
<p>Take a proactive approach to personal development planning using company toolkits and procedures as appropriate.</p> <ul style="list-style-type: none"> ▪ Take ownership for personal development and works with DAM to develop and implement a focused and straightforward Personal Development Plan. ▪ Take ownership for requesting feedback from others in a timely fashion. <ul style="list-style-type: none"> ▪ Provide both constructive and appreciative feedback both unprompted and when asked. 	<ul style="list-style-type: none"> ▪ Positive performance appraisal
<p>Philosophy and values:</p> <p>We are ambitious for our students, our people and our family of schools. We believe that:</p> <ul style="list-style-type: none"> ▪ There is no limit to what every person can achieve. ▪ Creativity and challenge help us get better every day. ▪ Learning should be personalised. ▪ Unique global opportunities enhance the learning experience. <p>Promote and adhere to the Company Vision and Values:</p> <ul style="list-style-type: none"> ▪ Opportunity - For us, opportunities need to be meaningful, about achieving potential and making progress. ▪ Impact - For us, impact is about making a difference. It needs to be immediate, positive and lasting. ▪ Leadership - For us, leadership is about considering the team's needs as well as your own, setting inspiring examples, being supportive and showing real accountability and responsibility. ▪ Respect - For us, respect is about listening, being inclusive, showing tolerance and getting the little things right <p>Each individual must ensure that they meet their statutory responsibilities and Company policies with regard to Health and Safety, Equal Opportunities and other relevant legislation and undertake any other appropriate duties as allocated by the Principal.</p>	<ul style="list-style-type: none"> ▪ Role-model the 'Be Ambitious' philosophy each day ▪ Feedback as a valued member of the team and the wider organisation
<p>OTHER</p> <ul style="list-style-type: none"> ▪ Promote and embodies <i>The CORE 7 Leadership Capabilities:</i> 	<ul style="list-style-type: none"> ▪ Valued member of the team and

<ol style="list-style-type: none"> 1. Accountable – Establishes a high performing culture and accepts accountability for organisational performance. 2. Strategic – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction 3. Collaborative – Works collaboratively with others to achieve organisational outcomes 4. Entrepreneurial – Creates organisational value for diverse stakeholders and achieves commercial success 5. Enabling – Drives excellence through valuing and developing others 6. Agile – Achieves personal and organisational success within a changing, dynamic and complex environment 7. Resilient – Demonstrates personal resilience within a demanding environment of high expectations <ul style="list-style-type: none"> ▪ A commitment to safeguarding and promoting the welfare of all pupils. ▪ Willingness to undertake appropriate child protection training when required 	<p>organisation</p>
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PERSON SPECIFICATIONS	
Qualifications / Training	
Bachelor's Degree	Desirable
Experience / Knowledge/ Skills	
Minimum 5 years working in customer service, hospitality or events management	Essential
Good cross-cultural, interpersonal & communication skills to interact with diverse nationalities and cultures	Essential
Strong leadership skills	Essential
Experience of contributing to social media platforms	Desirable
Knowledge of communication programmes such as Mailchimp	Desirable
Photographic and videography skills	Desirable
Excellent time management skills and flexibility in dealing with multi-functional tasks	Essential
Excellent written and verbal communication skills in [insert language]	Essential
Excellent time management skills and flexibility in dealing with multi-functional tasks	Essential
Personal Attributes	
Creative and technical thinking ability	Essential
Self-motivated, flexible and adaptable to different tasks at hand	Essential
Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure	Essential
Uses evidence to support arguments or positions taken	Essential
High level of integrity	Essential
Excellent time management and organizational skills	Essential
Proficient communicator both oral and written	Essential

Excellent attention to detail	Essential
Affinity with and interest in education	Essential