

Job Title: Senior Events Adviser

Team: Finance, Commercial & Corporate Services

Team Size: TBC

Location: Aberdeen (Office based)

Reports To: Head of Events

Team Purpose

- To provide a positive working environment and inclusive culture which values our staff and supports them to progress to their full potential
- To provide high quality and efficient finance, HR, legal and business services to the organisation in support of the business, members and organisational governance needs
- To ensure OEUK can shape, respond and react to industry issues and opportunities in a strategic, informed, and effective way
- We do this by implementing robust business planning processes which help deliver our strategies, informed and guided by insight, data and intelligence
- To lead, develop and deliver:
 - the Membership Value Proposition - recruiting, retaining and engaging OEUK members to generate ongoing revenue streams
 - high quality events which enhance the organisation's reputation, messaging and income

Job Purpose:

The Senior Events Adviser will independently manage a portfolio of high-profile annual events, including business breakfasts, seminars, conferences, award ceremonies, networking events, and exhibitions. This role requires strategic oversight from concept to execution and post-event evaluation, ensuring each event aligns with organizational goals and delivers exceptional value to stakeholders.

Budgetary Responsibilities: Yes

Line Management: No

Stakeholders:

Head of Events and wider team, Finance Team, Communications team, Marketing team, Board, Membership, OEUK Leadership Team, OEUK forums, government departments including NSTA; DESNZ; trade unions; trade bodies.

Key Responsibilities –

Work both independently and collaboratively to achieve the following deliverables set by the Head of Events

- **End-to-End Event Management:**
Lead the planning, execution, and evaluation of a diverse range of events, ensuring seamless delivery and high attendee satisfaction.
- **Cross-Functional Collaboration:**
Partner with internal departments to develop event proposals, secure speakers, and shape compelling agendas.

- **Commercial & Supplier Negotiation**
Generate revenue through sponsorship and exhibition sales, while also negotiating with venues and suppliers to secure favourable rates and maximise overall event profitability.
- **Supplier & Venue Management:**
Source and manage supplier relationships, ensuring quality and cost-efficiency across venues and services.
- **Budget Oversight:**
Develop and manage event budgets with a focus on profitability and proactive issue escalation.
- **Marketing & Communications:**
Work with the Senior Digital Campaign Adviser to design and implement integrated marketing campaigns across print, digital, and social media platforms in collaboration with communications and marketing team.
- **Content & Materials Coordination:**
Work with the Senior Digital Campaign Adviser on the creation of event materials (e.g., flyers, programmes) with editorial and design teams to ensure timely delivery.
- **Speaker Support:**
Provide comprehensive support to event speakers, including briefing documents, pre-event calls, and logistical coordination.
- **Event Delivery:**
Manage all aspects of event delivery including staging, delegate management, stakeholder liaison, and post-event analysis.
- **Team Leadership:**
Delegate tasks to junior team members and support staff, ensuring clarity of roles and monitoring progress to maintain timelines.
- **Internal Communication:**
Maintain regular updates with internal departments on event progress, including speaker and delegate updates, sales tracking, logistics, and on-the-day requirements.
- **Stakeholder Engagement:**
Build and maintain strong relationships with sponsors, industry leaders, and delegates to enhance engagement and event impact.
- **Event Innovation:**
Identify and explore opportunities to expand the events calendar by developing new concepts or enhancing existing offerings.
- **Key Account Management:**
Maintain regular, proactive contact with member companies.
Understand member priorities, address concerns, and align with OEUK's strategic objectives.

The following section outlines the knowledge, skills, competencies, and behaviours required for success in this role.

Leadership & Collaboration

- Proven relationship builder who collaborates effectively with peers and stakeholders to achieve shared success.
- Experienced in mentoring and managing junior team members and support staff.
- Trusted role model who upholds high standards of ethics and professionalism, consistently aligned with company values.
- Self-motivated and proactive, while also thriving in collaborative team environments.

Strategic & Commercial Acumen

- Strategic and decisive change facilitator with a positive, adaptive approach to challenges and innovation.
- Results-oriented professional with experience operating at both strategic and operational levels to drive continuous improvement and excellence.
- Strong commercial awareness and a practical, solution-focused mindset to address industry challenges and member needs.
- Demonstrated ability to manage substantial event budgets and revenue streams with accountability and precision.

Event Management Expertise

- Extensive experience in end-to-end corporate events management, from concept development to successful delivery.
- Skilled in event marketing, including advertising, email campaigns, and social media promotion.
- Committed to delivering outstanding customer service and delegate experience.
- Flexible and willing to work outside standard hours and travel across the UK as required.
- An events qualification or accreditation is advantageous

Communication & Engagement

- Excellent communicator, both verbal and written—with confidence in public speaking and stakeholder engagement.
- Proven ability to build and maintain strong relationships with sponsors, industry leaders, and delegates.

Organisation & Attention to Detail

- Highly organised with exceptional time management and administrative capabilities.
- Detail-oriented and quality-driven, with a meticulous approach to accuracy.

Technical & Digital Skills

- Proficiency in Microsoft Office Suite.
 - Experience with online event platforms and applications.
 - Familiarity with AV and videography coordination.
 - Understanding of GDPR and data privacy in event marketing.
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