

Job Description for Events and Engagement Executive

Post: Events and Engagement Executive

Line Manager: Marketing and Brand Manager

Start date: September 2025

Outline of Department

The Events and Engagement Executive works as part of the Marketing, Admissions and Communications team and reports into the Marketing and Brand Manager. The Events Executive is responsible for engaging both current and prospective parents and pupils, leading innovative events that build on the school's reputation and showcase the breadth and magic of the school's offering.

The wider Marketing, Admissions and Communications team is going through an exciting time of growth with new hires and flagship projects currently underway. This is a brilliant time to join our school and take the lead on elevating BGS's events, to create meaningful experiences for parents and pupils alike.

Purpose of Job

We are seeking an experienced and innovative Events Executive to take the lead role in delivering high-quality admissions and marketing events for prospective and current parents at Bristol Grammar School. This pivotal position will shape events across the customer journey and key points in the admissions cycle to both showcase the best of the school and celebrate our existing pupils and parents.

This is a fast-paced role within a supportive and collaborative school environment. You will be partnering with Admissions Officers from across their specialist areas of the school as well as the Marketing & Communications (MarComms) team, and wider school community, to lead on the planning, promotion and smooth delivery of events. It presents an exciting opportunity for someone with established events experience to step into a new sector and work within a business with big ambitions.

Duties and Responsibilities

Brand and reputation

- Plan and deliver all admissions and marketing-related events, including events for existing parents and pupils, ensuring a professional and welcoming experience
- Collaborate with the MarComms team to lead and shape current parent events
- Manage all logistics for events, including coordination with staff, pupil guides and facilities across catering, staff requirements and comms (with the support of the MarComms team)
- Support the strategic direction set by the DMAC integrating the brand message into each event

Insights and research

- Working with the whole team, and leveraging research, to generate insights in order to effectively shape events that showcase the very best of the school

- Partner with the Operations, Planning & Strategy Manager to deliver qualitative research with parents attending events
- Work closely with the Director of Marketing, Admissions and Communications (DMAC) on communications and tailored follow-up strategies
- Share insights gained from events with the DMAC and wider team to inform marketing and admissions strategy.

Planning and logistics

- Responsible, and accountable, for planning the annual programme of events. This will involve input from the rest of the Marketing, Communications and Admissions team as well as key stakeholders within the wider school community.
- Lead and manage an ongoing review cycle of the events programme to ensure the events included are fit for purpose and support the overall strategy of the DMAC. Manage and forecast budgets as appropriate
- Ensure compliance with safeguarding and data protection in all events and campaigns
- Network with the broader community to find innovative ways to publicise our events, working with the MarComms team to deliver effective comms.

Other

- Assist in planning and monitoring departmental budgets to ensure value for money and strategic alignment
- Represent the school at Open Days and other key events, including pre- and post-event support
- Undertake any additional responsibilities as required by the Head or DMAC to meet the evolving needs of the school.
- Any other task or activity as reasonably requested by management
- Conforming to the School's Code of Conduct
- Adherence to the School's safeguarding procedures

This job description is not necessarily a comprehensive definition of the post. It may be subject to modification or amendment at any time after consultation with the holder of the post.

Candidate Specification

There are certain **essential criteria** that we would expect a candidate to possess.

A confident and capable events professional with excellent organisational skills, strong interpersonal instincts and an eye for detail.
Strong organisational and project management skills, with the ability to manage multiple priorities
A self-starter who is able to roll their sleeves up, work in a fast-paced environment and prioritise projects themselves.

The following list outlines the further qualities, skills and experiences that the selection panel will be keen to explore with candidates. It is understood by the panel and – we hope – by prospective candidates, that no single person will fulfil every criterion. We encourage candidates who do not “tick every box”, therefore, to apply nonetheless and to be open during the selection process about those areas in which they would wish to develop their skills and experience further.

Experience in events planning within the education sector and a genuine interest in the education sector
A collaborative team player with strong interpersonal skills and a can-do attitude, able to identify opportunities and execute against these
Flexible and resilient, able to adapt to the varied demands of a busy school environment
The ability to develop good working relationships with all members of the school community
Commitment to the ethos and holistic education provided by BGS and to the maintenance of BGS as a leading independent school
An enthusiastic and approachable nature
Be able to communicate well with children and young people and in particular be prepared to demonstrate: <ul style="list-style-type: none">• Motivation to work with children and young people• Ability to form and maintain appropriate relationships and personal boundaries with children and young people• Emotional resilience in working with any challenging behaviour• Professional attitudes to use of authority and maintaining discipline• Understanding of safeguarding and promoting the welfare of young people

Hours and Benefits

Working hours	<p>24 hours per week, over a minimum of 3 days, the exact working pattern can be discussed at interview, for 41 weeks per year which is term time plus work in the school holiday periods (approx. 6.4 weeks).</p> <p>Holiday working schedule will be agreed with the Marketing and Brand Manager and will likely include at least 2 days in each of the shorter holiday periods, at least one week in Christmas / Easter the first 2 weeks of summer holidays and the last week of summer term in preparation for the new academic year.</p> <p>Due to the nature of the role, you will be expected to work flexibly with the requirements of the school event schedule which includes a few weekend Open days and early evening events. Where additional hours are worked this will be balanced throughout the year with compensating time off in lieu taken, in agreement with your line manager, at mutually convenient times.</p>
Salary	<p>The salary banding is FTE of £30,500 to £34,000 per annum (pro-rata based on part-time term time plus contract), dependent on relevant experience and technical expertise.</p>
Pension	<p>The School will automatically enrol support staff into a “Defined Contribution” pension scheme provided they meet certain eligibility criteria. Those choosing not to be a member of the Scheme may opt-out in accordance with the rules of the Scheme.</p>
Holidays	<p>Paid holiday entitlement is 20 working days per annum, in addition to Bank Holidays pro-rata. Increasing to 22 working days per annum after 2 years’ service and then increasing by one working day per additional years’ service until it reaches a maximum of 25 working days. Holidays are not normally taken during term time.</p>
Lunch	<p>School lunch is provided during term time.</p>
Education	<p>At present the school’s policy is to allow all eligible members of staff to educate their children at the school at concessionary rates, subject to their children meeting the academic entry requirements and subject to a place being available.</p>
Car Parking	<p>No car parking is provided during term time.</p>

Equal Opportunities

The School is an equal opportunities employer and is committed to equality of opportunity for all staff. Applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage / civil partnerships. We are committed to increasing the diversity of our staff body and particularly welcome applicants from minority groups who are currently under-represented in our staffing community.

Application details

To apply please visit our website, [employment opportunities section](#). On the role specific page there is an ‘Apply now’ button which will take you into the online application process.

The closing date for applications is 10 August 2025.

Interviews will be planned for 20 August 2025.

Bristol Grammar School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. In accordance with our Child Protection Policy we are unable to process applications without a fully completed application form. The post is exempt from the

Rehabilitation of Offenders Act 1974. All convictions, cautions and bind-overs, including those regarded as 'spent' must be declared when applying. The applicant may post such a declaration in an envelope marked 'Private & confidential for the Headmaster' which will only be opened should the candidate be shortlisted. The successful applicant must obtain List 99 clearance and DBS (Disclosure and Barring Service) clearance at enhanced level.