

# Events Assistant

Attractions & Communications

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Hiring Managers: Sophie Burns / Charlotte Flint

If you'd like to have a confidential conversation about this role,  
please email your [Sophie.burns@Penna.com](mailto:Sophie.burns@Penna.com)



Penna

# ABOUT THE ROLE

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## Brief

- At Penna, we engage with potential clients in a number of different ways across a wide range of media, online job boards, programmatic advertising and a number of other digital platforms and applications.
- Increasingly our clients use events to directly communicate with potential candidates, talking to them about their organisations and the type of careers and opportunities on offer and they look to Penna to make these events happen for them.
- To help us grow this offer to clients, we are now looking for an Events Assistant who can integrate into the A&C delivery team and work with us to plan, scope and deliver these events. Working closely with our team, our clients and the event providers, you will make sure they are attending the correct events, have undertaken all of the required pre-attendance marketing so they meet the most suitable and qualified candidates and also have the best materials to engage and excite the candidates. You don't need to be creative yourself, but an appreciation of different forms of communication and the value they bring would be advantageous..

## Role Purpose

- You will provide support scheduling and planning events, making sure everyone involved knows what is happening and when.
- Working with others, you will help develop all the material required to advertise the clients attendance at the event, and what they need during it, making sure it is on brand, is factually correct and fits the required specification, and that we meet all our deadlines of course.
- Given that each event is different, you will also work with the event organiser to understand the technology being used or the location that the event is being held at and then train the client so that they know what they are doing on the day
- Sometimes we need to assist clients during the event, making sure that the technology is working for them, and that they are making the most of the time spent with candidates.
- After the event you will help us understand how successful it was, making sure that we have all the information and data we need and note any learnings so we are even better the next time.

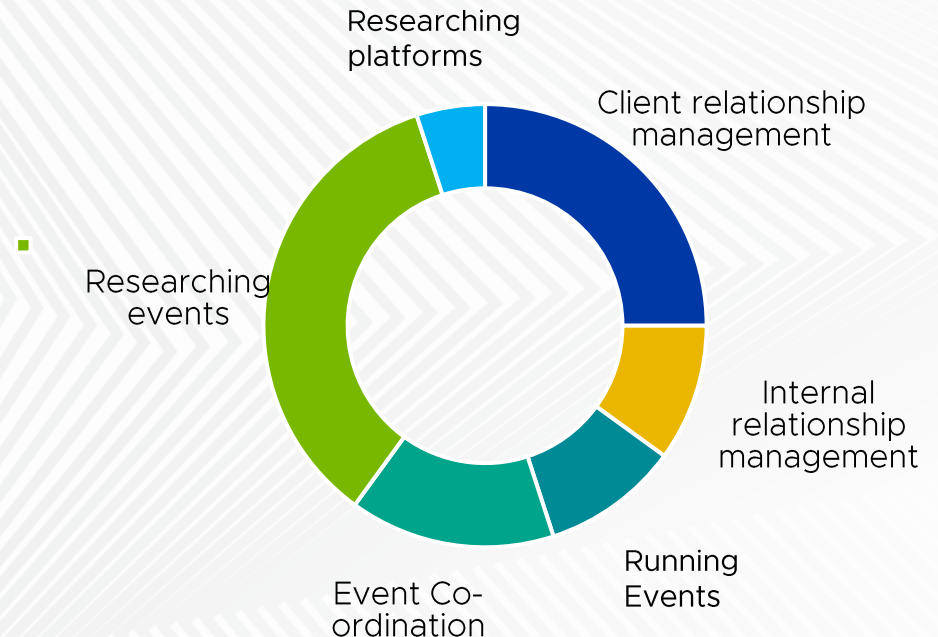


# WHAT YOU'LL DO

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- Be a main and key point of contact for clients and event organisers
- Research events and understand all about them from a logistics and audience perspective.
- Enter details onto the Virtual Events Calendar in a timely and accurate manner.
- Brief the wider team on the opportunities, making sure that everyone knows all they need to about the event and who will be attending and in what numbers
- Quote the client on the costs associated with the events, adding new costs as required and invoicing accurately at the end of the event/s
- Prepare materials in advance of the day
- Run events on the day, either working with the client or as their representative – this means logging into the platform and sharing your screen and potentially troubleshooting in real time as the event progresses.
- Review each event at the end and share learnings with the team and client, especially around enhancements to the digital platforms and increased opportunities they might offer
- Keep up to date with new events and opportunities and inform others as required
- Perform other basic admin tasks as required by the client and team

A typical week might be



# KEY RELATIONSHIPS

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PERSONS/COMMUNITIES	NATURE OF RELATIONSHIP
Client Delivery Manager (Events)	Direct line manager
Project Managers, Client Partners, Creative and Digital Team	Key internal relationships

# PERSONAL ATTRIBUTES, SKILLS, KNOWLEDGE, AND EXPERIENCE

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- Microsoft Word, Excel, Outlook and Teams
- Ability to work as part of a team, establishing relationships with all members of the wider project group
- Excellent interpersonal skills both verbally and in writing
- An inquisitive nature and the desire to understand 'how things work'
- Able to think quickly under pressure
- The confidence to take control of circumstances as required
- Attention to detail
- Be professional and discrete with regards to our clients and their candidates and what you see and hear
- Be able to manage multiple events and projects at the same time.
- A "Can-Do" attitude
- Pace and focus during busy periods
- Ability to work on own initiative with minimal supervision and guidance
- Polite, professional and highly efficient
- Supports Penna work ethics and behaviours and actively seeks to understand the wider Penna business



# PENNA'S COMMITMENT

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We are a family at Penna and believe in fairness and equality across all approaches to recruitment, development, opportunity, and responsibility.

Difference is what unites us, diverse views and identities are what drives our innovation and inclusive culture.

All individuals are recruited on merit and we do not discriminate against anyone based on race, colour, ancestry, religion, sex, national origin, sexual orientation, gender identity, age, marital or family status, disability, Veteran status, and any other protected group.

Our internal programmes and external work with our clients make us proud to be an Equal Opportunity and Inclusive Employer.

If you have a disability or long-term health condition that requires accommodation or reasonable adjustments made during the recruitment process, please let us know by emailing [people@penna.com](mailto:people@penna.com).

Our full guidance and commitment to your application and how we may use your personal information during the application process can be found here: <https://www.penna.com/candidate-care/> and <https://www.penna.com/privacy-policy>

# PENNA BEHAVIOURS

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All employees within Penna must demonstrate behaviours consistent with the corporate values; Accountable, Supportive, Collaborative and Inspiring as listed below:

<b>ACCOUNTABLE</b> Does what they say they will do	<ul style="list-style-type: none"><li>• Builds open, honest and realistic relationships with customers and colleagues</li><li>• Reliable and acts with integrity</li><li>• Determined and passionate about delivery the best</li><li>• Accountable</li></ul>
<b>SUPPORTIVE</b> Creates an environment where people can give of their best	<ul style="list-style-type: none"><li>• Seeks to understand the needs and concerns of others</li><li>• Creates a learning environment</li><li>• Seeks feedback from other in order to learn and develop</li><li>• Inspires others to achieve their goals</li></ul>
<b>COLLABORATIVE</b> Works as part of one team	<ul style="list-style-type: none"><li>• Pulls together to put the customer first</li><li>• Support colleagues without waiting to be asked</li><li>• Helps others succeed and celebrate their success</li><li>• Actively looks to break down barriers and finds ways to work together</li></ul>
<b>INSPIRING</b> Creates new possibilities	<ul style="list-style-type: none"><li>• Comes to work to make a difference, sets high goals and gives 100% personal energy</li><li>• Believes in what we do and demonstrates this through actions</li><li>• Regularly challenges thinking and is open to new ideas and ways of working</li><li>• Has ambition and confidence to do things in new ways and to create and deliver inspirational solutions</li></ul>