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| Job Title | Head of Events & Experiences  |
| Team | Events & Experiences  |

Overview of role

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| The Head of Events & Experiences is responsible for leading the planning, coordination, and execution of all Events and Exhibition-related projects. This role involves managing and developing a team, developing event strategies, and ensuring the successful delivery of high-quality events and exhibitions that align with the Orchard standard. The role will require tactical decision-making to accomplish the company strategy. This role will work closely with the Senior Leadership Team to promote integration, and ensure all teams and employees work together to achieve Orchard’s end goals and objectives. The successful candidate should possess a strong ability to work proactively, and implement current and emerging trends to prepare the Activations solution area for the future and create ongoing action and growth plans accordingly.  |  |

General responsibilities and targets

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| Event and Exhibition Management:* Oversee the planning and execution of all events and exhibitions, ensuring they meet quality standards and objectives.
* Coordinate with internal teams and external partners to ensure smooth event delivery, including overseeing the management of 3rd party contractors across all Activations jobs.
* Manage event logistics, including venue selection, catering, transportation, and accommodation.
* Ensure CRM and forecasting systems are kept up to date to provide company with sufficient data for decision making.
* Account manage key clients and key events.

Team Leadership:* Lead, mentor, and manage the Activations Team Leaders.
* Foster a collaborative and high-performing team environment.
* Conduct regular Oppraisals and 1:1s, and encourage and provide regular professional development opportunities.
* Define future strategy for team staff requirements.

Commerciality: * Foster and develop relationships with clients and partners to generate repeat business
* Be the visible face of Orchard Activations and maintain the visibility and professional reputation of the team
* Work closely with Director of New Business and Tenders Team to identify, source and approach prospects and create leads.
* Work closely with Senior Leadership Team to identify and create opportunities to cross-sell from existing client base.
* Create compelling, fully costed proposals and tender responses that deliver required gross and net profit, in line with agreed Solution targets.
* Play an active part in pitching as required.
* Create Case Study and marketing Collateral to help future credentials and pitch work.

Budgeting and Financial Management:* Deliver Jobs on Target (both Gross & Net Profit), whilst mitigating all third-party costs where possible.
* Deliver Jobs on time and to the highest quality, with the best client experience possible.
* Monitor time and expenses across all jobs.
* Prepare financial reporting where necessary, in collaboration with key stakeholders.

Stakeholder Engagement:* Build and maintain relationships with key internal and external stakeholders, including sponsors, vendors, partners, and attendees.
* Act as the primary point of contact for all event-related inquiries.

Evaluation and Reporting:* Conduct post-event evaluations to assess success and areas for improvement (internally and externally).
* Push for progress by reporting on new industry and client trends.
* Prepare detailed reports on event outcomes, including attendance, revenue, and participant feedback where required.
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**Skills** and Attributes

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| Skills* Excellent communication and interpersonal abilities.
* Ability to work independently and as part of a team.
* Strong attention to detail and organisational skills.
* Ability to manage multiple, complex events and exhibitions.
* A proactive approach to problem-solving, and an ability to adapt to challenging situations.

Attributes* Proactive and results-oriented mindset.
* Strong business acumen and strategic thinking.
* High level of integrity and ethical standards.
* Adaptability and willingness to embrace change.
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Progressive. Respectful. Imaginative. Mindful. Excellence.

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| Teitl Swydd | Pennaeth Digwyddiadau a Phrofiadau  |
| Tîm | Digwyddiadau a Phrofiadau  |

Trosolwg o'r swydd

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| Mae'r Pennaeth Digwyddiadau a Phrofiadau yn gyfrifol am arwain cynllunio, cydlynu a gweithredu pob prosiect sy'n gysylltiedig ag arddangosfeydd a digwyddiadau. Mae'r rôl hon yn cynnwys rheoli a datblygu tîm, datblygu strategaethau digwyddiadau, a sicrhau bod digwyddiadau ac arddangosfeydd o ansawdd uchel yn cael eu cyflawni'n llwyddiannus yn gydnaws â safon Orchard. Bydd y swydd yn gofyn am wneud penderfyniadau tactegol i gyflawni strategaeth y cwmni. Bydd y swydd yn golygu gweithio'n agos gyda’r Uwch Dîm Arwain i hyrwyddo integreiddio a sicrhau bod pob tîm a chyflogai yn gweithio gyda'i gilydd i gyflawni nodau ac amcanion terfynol Orchard. Dylai'r ymgeisydd llwyddiannus feddu ar allu cryf i weithio'n rhagweithiol, a gweithredu ar dueddiadau cyfredol a rhai sy'n dod i'r amlwg i baratoi maes datrysiadau Gweithrediadau ar gyfer y dyfodol a chreu cynlluniau gweithredu a thwf parhaus yn unol â hynny.  |  |

Cyfrifoldebau a thargedau cyffredinol

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| Rheoli Digwyddiadau ac Arddangosfeydd:* Goruchwylio gwaith cynllunio a gweithredu pob digwyddiad ac arddangosfa, gan sicrhau eu bod yn bodloni safonau ac amcanion ansawdd.
* Cydlynu gyda thimau mewnol a phartneriaid allanol i sicrhau darpariaeth esmwyth o ddigwyddiadau, gan gynnwys goruchwylio'r gwaith o reoli contractwyr trydydd parti ar draws holl waith Gweithrediadau.
* Rheoli logisteg digwyddiadau, gan gynnwys dewis lleoliadau, arlwyo, cludiant a llety.
* Sicrhau bod systemau CRM a rhagweld yn cael eu diweddaru i ddarparu digon o ddata i’r cwmni ar gyfer gwneud penderfyniadau.
* Rheoli cyfrifon cleientiaid allweddol a digwyddiadau allweddol.

Arweinyddiaeth tîm:* Arwain, mentora a rheoli'r Arweinwyr Tîm Gweithrediadau.
* Meithrin amgylchedd tîm cydweithredol sy’n perfformio i lefel uchel.
* Cynnal ‘Oppraisals’ rheolaidd a sesiynau 1:1, ac annog a darparu cyfleoedd datblygiad proffesiynol rheolaidd.
* Diffinio strategaeth y dyfodol ar gyfer gofynion staff y tîm.

Masnacheiddio: * Meithrin a datblygu perthynas â chleientiaid a phartneriaid i greu busnes sy’n ailadrodd
* Bod yn wyneb gweladwy Gweithrediadau Orchard a chynnal gwelededd ac enw da proffesiynol y tîm
* Gweithio'n agos gyda Chyfarwyddwr y Tîm Busnes Newydd a Thendrau i nodi a dod o hyd i gyfleoedd a mynd ati i greu cyfleoedd.
* Gweithio'n agos gyda’r Uwch Dîm Arwain i nodi a chreu cyfleoedd i groes-werthu o’n sylfaen bresennol o gleientiaid.
* Creu cynigion cymhellol, wedi'u costio'n llawn ac ymatebion tendr sy'n sicrhau’r elw gros a net gofynnol, yn unol â thargedau y cytunwyd arnynt.
* Chwarae rhan weithredol mewn cyflwyniadau cynigion yn ôl yr angen.
* Creu Astudiaethau Achos a marchnata i helpu gwaith cyflwyno cynigion yn y dyfodol.

Cyllidebu a Rheoli Ariannol:* Cyflawni gwaith yn ôl y targed (Elw Gros a Net), tra'n lliniaru’r holl gostau trydydd parti lle bo hynny'n bosibl.
* Cyflawni gwaith ar amser ac yn ôl yr ansawdd gorau, gyda'r profiad gorau posibl i gleientiaid.
* Monitro amser a threuliau ar draws pob darn o waith.
* Paratoi adroddiadau ariannol lle bo angen, mewn cydweithrediad â rhanddeiliaid allweddol.

Ymgysylltu â Rhanddeiliaid:* Adeiladu a chynnal perthynas â rhanddeiliaid mewnol ac allanol allweddol, gan gynnwys noddwyr, gwerthwyr, partneriaid a mynychwyr.
* Gweithredu fel y prif bwynt cyswllt ar gyfer pob ymholiad sy'n gysylltiedig â digwyddiadau.

Gwerthuso ac Adrodd:* Cynnal gwerthusiadau ar ôl y digwyddiadau i asesu llwyddiant a meysydd i'w gwella (yn fewnol ac yn allanol).
* Pwyso am gynnydd drwy adrodd ar dueddiadau newydd yn y diwydiant ac o ran cleientiaid.
* Paratoi adroddiadau manwl ar ganlyniadau digwyddiadau, gan gynnwys presenoldeb, refeniw ac adborth cyfranogwyr lle bo angen.
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Sgiliau a Phriodoleddau

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| Sgiliau* Cyfathrebu a sgiliau rhyngbersonol rhagorol.
* Y gallu i weithio'n annibynnol ac fel rhan o dîm.
* Sylw cryf i fanylion a sgiliau sefydliadol.
* Y gallu i reoli digwyddiadau ac arddangosfeydd lluosog, cymhleth.
* Dull rhagweithiol o ddatrys problemau, a'r gallu i addasu i sefyllfaoedd heriol.

Nodweddion* Meddylfryd rhagweithiol sy'n canolbwyntio ar ganlyniadau.
* Craffter busnes cryf a meddwl strategol.
* Lefel uchel o onestrwydd a safonau moesegol.
* Hyblygrwydd a pharodrwydd i groesawu newid.
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Blaengar. Parchus. Dychmygus. Ystyriol.