



Events Manager – Full-time

Salary: Competitive, dependent on experience

Start date: ASAP

Location: A mix of remote working, on-event and at our Lancaster office

Apply: Please send a CV and covering letter to jobs@contactswa.com

With our 2024 diary quickly filling up and even more projects in the pipeline we're looking for an experienced Events Manager to join the Events and Special Projects sides of the business.

Working for a range of automotive clients and with both media and customers, the right candidate will be involved in the planning and execution of events, experiences and stunts that are not only exciting but often verging on the impossible. These can range in length from one day to several weeks.

Based in the UK with plenty of opportunities for travel both nationally and overseas, the role will involve, but is certainly not limited to: event planning, general account management, logistics and venue management, client liaison, guest communication, budgeting, hosting and health and safety controls. There will be plenty of opportunity to get creative, as ideas generation is a big part of the role.

The successful applicant will be a self-starter with incredible attention to detail and a positive, can-do attitude. We cannot stress enough the importance of exceptional organisational skills for this position – and a degree of flexibility. One week you may be organising a black-tie dinner for media guests, VIPs and senior car company executives; the next you may be planning a major launch event for a new car; or ensuring the smooth-running of an adventurous road trip across a far-flung corner of the planet, where your initiative and cool headedness will be vital. We promise that 'pinch-me moments' will not be in short supply.

This position would suit someone with experience of the automotive events or PR world – from new model launches to motorsport and motor show activity – but we would also be happy to hear from candidates from the world of hospitality and entertainment. An interest in cars would be beneficial.

Typically, our events run hand in hand with content creation projects, and so there is an element of assisting journalists, influencers, photographers and film crews with their own requirements. A working knowledge of media and production practices would therefore be a bonus but is not essential as training can be given.

Workplace arrangements are flexible, although we aim to strike a balance between remote working and time in our Lancaster office.

Crucially, you must be prepared to spend a significant amount of time away from home – potentially up to 100 days per year, travelling to events in the UK and internationally, for periods of up to two weeks at a time, and occasionally a little more. Sometimes, for the shorter periods, there is little notice.

If you are a reliable self-starter, a quick thinker, have an obsessive eye for detail, a cheery disposition and boundless enthusiasm at any hour of the day, we would love to hear from you.

This is a full-time position and, because of the nature of some of our work and clients, a degree of confidentiality will sometimes be necessary.

Key duties and responsibilities:

- Planning and executing bespoke journeys for automotive clients and their customers across the globe including all travel, accommodation, entertainment and hospitality requirements
- Planning and executing launches, first drive events, photoshoots and range drives for automotive clients and their invited media on time and within budget
- Managing guest communications in an appropriate, timely and secure manner
- Producing and managing budgets, spreadsheets, quotes and invoices
- Assisting in the production of pitches, ideas development, briefings and reports
- Working with selected clients on 1:1 basis
- Hosting media and/or customers and clients on events
- Working alongside and managing our team of freelance staff when required
- Assisting on PR stunts and record attempts when required
- On occasions, managing the MD's diary and travel arrangements
- Overseeing all event stores and equipment including fire, safety and medical devices and ensuring those that require maintenance are serviced
- Acting as a qualified first aider on events (training provided)
- Working closely with other SWA staff to support activities in other business areas, as and when required

Personal attributes:

- Professional, friendly and a credible ambassador for both SWA and our clients
- Excellent project management skills with the ability to effectively manage project tasks, timeline and communication in a time-pressured environment
- Excellent communication and presentation skills, both verbal and written
- Capable of multi-tasking and meeting tight deadlines
- High accuracy of work, pride in what you do and attention to detail
- Strong interpersonal skills and the ability to mix confidently with senior journalists, senior client staff, manufacturer customers, ambassadors and VIPs
- A winning mentality, collaborative ethos, can-do attitude and willingness to go the extra mile for the client to achieve outstanding results and build strong relationships
- A good level of business acumen including budget management
- Previous experience of working for a manufacturer, agency or in the corporate / hospitality arena is an advantage
- A degree of working flexibility and the ability to travel globally, sometimes at short notice
- Robust, resilient and utterly reliable
- Ability to raise potential risks and propose related solutions for decisions
- An ability to think creatively, with one eye on sustainability
- Smart and presentable, even when working long hours on an event
- A good level of IT skills including Microsoft Office, Teams, PowerPoint, Word, Excel and InDesign (training can be provided)
- Full driving licence with the confidence and experience to drive a full range of vehicles including large vans, EVs, high performance and luxury cars
- Full vaccination status and passport to enable international travel
- UK-based, with fluent written and spoken English

Desirable experience:

- Experience or an interest in the automotive industry
- Experience in luxury travel, hotels or the wider hospitality industry
- Experience in a customer facing role
- Foreign language skills – particularly German and French
- Strong writing skills
- Working knowledge of relevant motoring media
- Working knowledge of social media