

Head of Events and Special Projects – 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 ellie@contactswa.com

With a full diary of events in 2023/24 and some incredible projects in the pipeline for 2024/25, we are looking for an experienced, dedicated and ambitious Head of Events and Special Projects to join our award-winning automotive agency.

Working on behalf of global manufacturers and with both media and customers, this is a rare opportunity to lead a team in the planning and execution of events, experiences and stunts that are not only exciting but often verging on the impossible. While these may differ in length and format, every single one of our projects is designed to push further, do better and build on our reputation within the industry as being the people who do what they say they are going to do.

Based in the UK with plenty of opportunities for travel both nationally and overseas, the role will involve plenty of plate-spinning. As well as being a point of liaison for clients, the successful applicant will manage a team of events managers, coordinators, support staff and freelancers, giving them the support and structure to do what they do best.

One week we may be planning a black-tie dinner for media guests, VIPs and senior car company executives; the next we may be developing plans for a global 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 initiative and cool headedness will be vital. Typically, our events run hand in hand with content creation projects, and assisting journalists, influencers, photographers and film crews with their own requirements is often part of the planning and execution.

The role of Head of Events and Special Projects will involve ideas generation and development; project management; client liaison; and overseeing event planning;

budgeting; logistics, venue and guest management; suppliers; guest communication; and health and safety controls.

Above all else, the successful applicant must possess superb leadership and project management skills. Ideally you will have experience in a senior role within the automotive events or PR world but this is not a must, as we believe that finding the right person is more important than necessarily having the specific experience.

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.

If you are a quick thinker with an uncanny ability to juggle projects, an obsessive eye for detail and the energy and passion to run with an idea and turn it into something incredible, 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:

- Managing multiple projects for multiple clients
- Overseeing the team involved in the planning and execution of launches, first drive events, photoshoots and range drives for automotive clients and their invited media, on time and within budget
- Overseeing the team planning and executing bespoke journeys for automotive clients and their customers across the globe including all travel, accommodation, entertainment and hospitality requirements
- Overseeing budgets, spreadsheets, quotes and invoices
- Producing pitches, generating and developing ideas, briefings and reports
- Working with clients on a 1:1 basis
- Hosting clients on events
- Working alongside and managing our in-house events team and team of freelancers
- Overseeing PR stunts and record attempts

- **Personal attributes:**

- Robust, resilient and utterly reliable
- Professional, friendly and a credible ambassador for both SWA and our clients
- The strongest plate-spinning skills and ability to meet tight deadlines
- Excellent project management skills in a time-pressured environment
- Excellent communication and presentation skills, both verbal and written
- 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 every client to achieve outstanding results and build strong relationships
- A good level of business acumen including budget management
- Previous experience of working for an automotive manufacturer is an advantage but not a must
- A degree of working flexibility and the ability to travel globally, sometimes at short notice
- Ability to raise potential risks and propose related solutions for decisions
- An ability to think creatively, with an eye always 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 and Excel
- Full driving licence with the confidence and experience to drive a full range of vehicles including large vans, EVs, high performance and luxury cars – both in the UK and overseas
- Passport
- UK-based, with fluent written and spoken English

Desirable experience:

- Experience and an interest in the automotive industry
- Foreign language skills – particularly German, Spanish and French
- Working knowledge of relevant motoring media
- Working knowledge of social media