

**Position Description:**  
**Head of Events**  
**Full time (100%)**

## HEAD OF EVENTS

Reporting to: Director of Corporate Services.

Location: Nyon (Switzerland) or London (UK). Frequent overseas travel with flexibility to work outside of standard weekly hours (including weekends) are required to perform this role.

## ABOUT ECA

ECA is the sole independent body directly representing football clubs at European and International levels, formally recognised as such by our partners FIFA and UEFA. With a current membership base of nearly 750 professional football clubs from across the continent, increasing all the time, ECA is the true representative voice of European clubs on the international football landscape.

Working closely with football's governing bodies, competition organisers and other professional stakeholders, ECA's core purpose is to place clubs at the 'Heart of Football'.

ECA is continually looking for the best talent to join our administration to ensure we enhance the value of our activities and services for Member Clubs. ECA has a rapidly growing team of over 50 people and is on a mission of organizational development, targeting a digitally-led, performance-driven culture, delivering high impact outcomes for our colleagues, our members and ultimately for club football as a whole.

Equity, diversity, and inclusion are part of ECA's core values. We are committed to building and sustaining an inclusive and equitable working and learning environment for all staff and members.

## POSITION MISSION

ECA currently organizes and delivers over 60 events every year – ranging in size from 12 to 700 attendees.

Our flagship event is our Annual General Assembly, which is European club football's biggest conference and is expected to attract 1,000 attendees by its 2026 edition. In total, more than 5,000 different club representatives currently attend an ECA event each season.

We are seeking a highly experienced Head of Events to lead the strategic planning, development and delivery of all ECA events, delivering exceptional and memorable experiences for all guests and attendees.

You will lead a team and develop highly motivated and creative professionals and be responsible for delivering to the highest standards within a very dynamic environment. Exceptional leadership and planning skills, gravitas, flexibility and dynamism will all be required to perform this role to the maximum extent possible.

## CORE RESPONSIBILITIES:

The Head of Events' responsibilities will include, but not be limited to:

### a) Strategic Event Planning:

- Driving and aligning event planning across a range of different business areas.
- Being the primary point of contact for all ECA event matters including project managing ECA's flagship events (e.g., General Assembly, Club Connect).
- Owning the calendar and planning process for all ECA events, spanning a multi-year period.

- Defining the objectives, theme, and strategy on an event-by-event basis.
- Pro-actively identifying potential future host cities and venues.
- Creating innovative event concepts & programmes.
- Defining service level agreements for each client group, and ensuring they are consistently delivered.
- Integrating sustainability into every element of event planning, procurement, and delivery, and by working closely with ECA's Sustainability department, achieve and retain ISO 20121 (Event sustainability management systems) certification.
- In collaboration with ECA's Executive Office, fostering strong and effective working relationships with ECA Chairman's Office.
- Ensuring that attendee feedback is sought, and analysed, after every ECA event, and that the necessary learnings and improvements are embedded into future event planning.
- Keeping abreast with industry developments, including researching new event opportunities.

**b) Financial Management:**

- Full responsibility for all event related procurement – managing all RFPs and delivering high quality services and venues at the best price.
- Responsibility for managing and controlling ECA's event budget and ensuring that event reconciliations are finalized in a timely manner.
- Identifying and implementing process and operational efficiencies, which will optimise the net cost per attendee for each event.

**c) Risk Management and Compliance:**

- Identifying potential risks and implementing mitigation strategies to ensure the safety and security of attendees, staff, and other participants.
- Ensuring all relevant policies, protocols and processes are put in place, kept up to date and adhered to.

**d) Event Management and Delivery:**

- Being the central business leader when it comes to all ECA events – whether on site at major events or off site at minor ones.
- Working collaboratively with a wide range of internal and external stakeholders, to consistently deliver high quality and memorable events, which enhance ECA's brand.
- Collaborating with ECA Executive Office, to design, and implement, high quality guest management and protocol strategies for each event.
- Managing all delivery aspects, including:
  - Venues:
    - Building, and maintaining, an in-depth catalogue of high-quality European venues, capable of meeting ECA's differing event requirements.
    - Maintaining strong and effective relationships with leading hotel brands and venue owners.

- Procurement:
  - Assuming responsibility for all event procurement and, through effective negotiation, optimising the deployment of ECA's annual event budget.
- Production:
  - Overseeing all aspects of audio-visual production and deploying innovative and cutting-edge solutions to enhance guest experience.
  - Deploying digital solutions to improve event planning and to enhance customer experience.
- Registration:
  - Owning the end-to-end invitation process and by working closely with ECA's Membership department, ensure that invitations are targeting the right audience.
  - Overseeing user-friendly registration processes that communicate high quality and relevant information in a timely manner.
  - Developing effective and user-friendly accreditation concepts.
- Food & Beverage
  - Contracting high quality catering suppliers and delivering exceptional customer service that ensures memorable guest dining experiences.
- Transportation
  - Consistently deliver a high-quality ground transportation experience for all attendees.
- Speakers:
  - Enhancing attendee experience by working with colleagues and agencies, to secure high-quality and engaging speakers whose story telling is relevant to the audience demographic.
- Technology:
  - Collaborating with the ICT team, to develop and deploy software tools that improve efficiency and enhance attendee experience.
- Event Marketing and Promotion:
  - Working closely with ECA's Marketing department to develop and implement a consistent look and feel for all ECA events.
- Revenue Generation:
  - Working closely with ECA's Commercial department to identify commercial opportunities that will enhance ECA's brand, improve event experience and reduce costs.
- Guest Experience:
  - Diligently working with colleagues, freelancers and third-party suppliers to embed the highest levels of service in every stage of the customer journey.

➤ Resource Management

- Building, developing and mentoring a team capable of delivering an increased number of events (including a pool of highly skilled freelancers), some of which will take place simultaneously across various locations.

## EXPERIENCE

- Around 15 years' experience working on high profile events within an international environment.
- At least 5 years' experience working in a leadership role of equivalent seniority.
- Extensive knowledge of supplier procurement and service delivery management.
- Track record of developing collaborative and productive relationships with high profile stakeholders.
- Experience of managing large budgets.

## EDUCATION

- Degree in event management (or project management qualification).
- Proficient knowledge of Microsoft Office applications (Word, Excel, Outlook, PowerPoint, and Teams) and virtual meeting software (MS Teams, Zoom, Skype, etc.).
- Fluent in English, both oral and written. Additional languages would be an asset.

## SKILLS

- A person with considerable gravitas and presence and an ability to collaborate with high profile stakeholders.
- The ability to cultivate and maintain strong working relationships with internal and external stakeholders.
- A dynamic, inspirational and respected leader who motivates and provides clear direction to others.
- Exceptional project management and organisational skills, with an ability to drive improvements to the way ECA events are planned and delivered.
- Exceptional customer service ethos - putting the customer first, always!
- Solution orientated with a positive and proactive mindset.
- Excellent negotiator who can procure high quality services at favourable rates and terms.
- Commercial acumen with an eye for commercial opportunities.
- A creative and clever problem solver who is comfortable making decisions and collaborating with team members.
- Ability to infuse creativity & innovation into every step of the event planning and delivery process.
- High levels of emotional intelligence and being able to remain calm whilst working under pressure.
- Resilient, comfortable dealing with ambiguity, changing requirements and / or deadlines.

- Excellent oral and written communication skills.
- Demonstrable commitment to valuing diversity, contributing to an inclusive working and learning environment.

### **To apply**

McBride Sport is supporting ECA in this search. For more information, please get in touch directly with Neil Edwards at McBride Sport on [nedwards@mcbride-sport.com](mailto:nedwards@mcbride-sport.com)

*Football breaks down barriers and brings people from diverse backgrounds together. It promotes a shared sense of identity and belonging, transcending differences to unite people. At ECA we play our part in building a more inclusive world, on the pitch and beyond, and this starts with our own organisation. We strive to create a culture of inclusion, free from discrimination, bias and prejudice and encourage candidates from all backgrounds to apply.*