



Appointment of  
**Head of Events**

Full-time, all year round  
Information for Applicants

# Letter from the Head

## Dear Applicant

Thank you very much for your interest in becoming Head of Events here at Alleyn's. I am delighted that you are considering it and I hope to give you a sense of our school and why it is such a wonderful place to work! Our ROCCK values (Respect, Opportunity, Curiosity, Courage, Kindness) will also tell you what we are seeking to achieve here.

So, why Alleyn's? I started as Head here in January 2021, so I feel in a good position to help you answer that question, having asked it myself a few short years ago! You'll know, from our website, most of the key facts. We are an academic, co-educational through-school; our Junior School is also on our site and we love the fact that many of our pupils learn here from 4–18. We are situated in an inspiringly leafy part of SE London, on a beautiful and well-resourced site with the City of London twinkling enticingly on the horizon, just about four miles away.

As one of the three Dulwich Foundation Schools, Alleyn's is part of a historic foundation which has been educating young people for 400 years. Our namesake and founder, Edward Alleyn, was one of the great Elizabethan players, and playful academic exploration and discovery is something we very much welcome here. I won't go into the less reputable activities he was famous for, but as well as acting, Edward Alleyn was also a philanthropist and a philosopher. His "College of God's gift" was established to change the lives of children – initially "12 poor scholars". It is rather wonderful that the original 12 has grown into our large, thriving community of more than a thousand children. Alleyn's has been honouring the founder's legacy, as one of this country's leading co-educational schools, for generations.

We are very over-subscribed and entrance to the school is intensely competitive. Our pupils are gifted and ambitious and, unsurprisingly, they do extremely well in exams. I can't pretend that we are not proud of our pupils' results; we are, of course, but they are a by-product of an Alleyn's education, not the reason for it. The 'outcomes' we most care about are the incredible young men and young women who leave us. They are engaging, grounded, passionate and interesting individuals, who cross the stage at graduation, aware of who they are and what they care about and very ready to go out into the world and make it better. We're not the only people who think this; we loved Tatler's take on it in their Schools Guide this September: "If you're looking for the epicentre of forward-thinking education, here it is" they said, quoting a recent visitor to the school, 'the school is "dynamic, diverse and thinking in the future tense."

The really lovely staff/pupil relationships here are critical and they underpin all we do. The strength of the relationships was one of the things people told me about before I started at the school and the other thing was how delightful Alleyn's pupils are. And they were right on both counts! Our students are grounded, engaged and enormous fun; they wear their talents lightly, they support each other, they are often impassioned and keen to fight for important causes and they are (mostly!) very engaged by the adventure of learning. They also make us laugh a great deal (you can see lots of evidence of all of this in our latest ISI report - do have a look at the highlights online).

Pretty much all of our pupils are involved in the co-curricular life of the school and in our partnership and outreach programmes. This matters to us and we do ask all our teaching staff to play an active part in the co-curricular and enrichment programmes partly because so much of the fun and friendship here stems from this. Equally, of course, most staff will play a role in the pastoral care and education which is delivered through Year Groups, School Sections and Houses. The Outreach programmes at Alleyn's are a big part of who we are and a critical part of an education here.

I hope this summary has been helpful and that you feel excited by this opportunity and keen to apply. If perhaps you are thinking that a historic, academically selective independent school might be a bit daunting or might not be the right place for you, can I urge you to reconsider this? We are emphatically not a 'one-size-fits-all' community and we take great pride and delight in individual differences and the successes these bring. And of course, our pupils benefit from seeing a varied team of adults working together successfully and happily as part of a diverse and inspiring team. If you join us, we hope that you will quickly feel part of the school community and we will warmly encourage you to make the most of the many opportunities for personal and professional development on offer.

I also very much hope that you will be able to get a sense of the energy and fun at the heart of our school during this recruitment process. The informality, the warmth and the unpretentious approach at Alleyn's really is infectious and I hope you will feel it, as I did, the moment you walk through the doors. There is nothing entitled, stuffy or pompous about this school. And we really hope that you will enjoy getting to know us a little bit.

May I wish you the very best of luck.

Yours faithfully,



**Mrs Jane Lunnon**  
The Head



# About The Role

The Head of Events is a new role responsible for the effective delivery of all school events within the School calendar, and all commercial events sold through Alleyn's School Enterprises Limited (ASEL) under a newly created Event Delivery Department. ASEL is the trading subsidiary of Alleyn's School, generating income by utilising the school's resources when they are not in use by pupils or staff.

Working with the Assistant Head: Co-curricular & Partnerships, and the Director of External Relations, the Head of Events will help shape and deliver a vibrant programme of events to the highest standards in line with the School's strategic plan, which is driven by significant growth targets.

The role manages a diverse team of individuals ranging from full-time to casual employees. With a strong focus on standards and process, making events as frictionless for all school stakeholders as possible, and ensuring the School is represented as 'All it can be, always.'

## Responsibilities of the Role:

The Head of Events will be responsible for:

### Strategic Planning

- Developing and implementing a comprehensive events strategy that aligns with the School's strategic plan and enhances brand visibility and kudos.
- Supporting the Assistant Head: Co-curricular & Partnerships with the creation of the School calendar, ensuring it maximises opportunities for development, but also that it utilises school resources effectively, ensuring the quality of our product is not unduly diminished.
- Actively contributing to the School's Calendar Committee, which brings together key stakeholders, to ensure that events are planned carefully and opportunities are maximised.
- Staying updated on industry trends and best practices to continuously enhance our events strategy.

### Stakeholder Engagement

- Maintaining active working relationships with key stakeholders, particularly members of the Senior Leadership Team and Heads of Department (such as Drama, Music and Dance) with whom regular events take place.
- Liaising with key operational stakeholders who support the delivery of events, ensuring clear lines of communication and expectations are set.

### Event Delivery

- Assuming responsibility for the operational delivery of all 'Category A' events (Founders Day, Holly Fair, Celebration Day, etc.), working with the relevant academic or operational stakeholder(s) to provide effective support and coordination.
- Ensuring the School and ASEL calendars of events are delivered effectively and in line with expectations. Troubleshooting problems as they arise and ensuring effective review of issues takes place to ensure continual development.

### Standard Operating Procedures

- Developing, implementing and reviewing standard operating procedures for all aspects of event delivery.
- Management of the School 'Event Protocols' and relevant internal communication of these which set the rules and requirements over school hospitality provision.
- Setting levels and expectations around customer service which are clearly communicated.
- Ensuring the School's brand and values are protected and celebrated across all events



### People Management & Development

- Overseeing the deployment of all staff in the department, ensuring work is balanced and bookings are fulfilled with the correct resource, and communicated well in advance so staff are able to plan.
- Ensuring staff are trained appropriately to their role and have live professional development plans.
- Ensuring training for temporary staff is relevant and up to date, ensuring the highest of standards is maintained at all times.
- Developing and implementing a method of appropriate staff appraisal for events staff which ensures prompt action and support where required.
- Managing the performance of all staff to the highest of standards.

### Commercial Imperative

- Ensuring a rigorous approach to cost control, with clear application of the School's agreed event protocols, particularly around hospitality.
- Creating and managing event budgets, ensuring all events are executed within financial parameters.
- Operating a commercial outlook on our resources, ensuring opportunities are realised where they do not affect the delivery of our core product - educating children.
- Developing new revenue streams, including producing business cases and business plans where appropriate, following agreed approval processes.
- Measuring and analysing the success of events through KPIs and feedback, providing insights for future improvements.
- Taking responsibility for the commercial success of our Food and Beverage offerings throughout the events business, working with the Head of Catering to maximise revenue opportunities where appropriate.

### Information Technology

- Working effectively with the Director of Strategic Projects to ensure the School has a robust events management system which allows the effective delivery of our events programme.
- Ensuring technology systems are used effectively by staff, driving efficiency wherever possible.
- Having an improvement mentality at all times, looking to use technology to support and automate processes where possible, removing unnecessary administration.

### Other

- Being aware of the School's Health & Safety Policy.
- In conjunction with all staff of the School, supporting, promoting, and acting within the School's data protection policies and practices.
- Promoting the School's eco-agenda and ensuring all work is carried out with a view to reducing waste and protecting our environment.
- In conjunction with all staff of the School, supporting, promoting, and acting within the School's Safeguarding Policy.
- Undertaking any additional duties, as directed by the Director of External Relations or the Assistant Head: Co-curricular & Partnerships, which are within the reasonable capability and responsibility of the Head of Events.

### Line Management

The Head of Events is managed on day-to-day basis by the Director of External Relations. The role holder will also have free access to the COO who holds ultimate responsibility for Operational Staff.

## Our Values (the Alleyn's ROCCCK!)

Respect  
Opportunity  
Curiosity  
Courage  
Kindness

## Person Specification

The ideal candidate will have proven experience in strategic event management, and demonstrate strong budgeting, organisational, and interpersonal skills. They will excel in building relationships with key stakeholders, leading a diverse team to high standards, and implementing efficient processes that align with the School's strategic goals.

The candidate will have:

### Qualifications:

- A degree in Event Management, Hospitality, Business Administration, or a related field (desirable).
- Professional certifications in event planning or management are desirable.

### Experience:

- Proven experience in managing large-scale events, preferably in an educational, corporate or charity setting; managing multiple complex events through all stages of planning and delivery.
- A senior management position in a busy, thriving events venue, ideally within a complex organisation/charity.
- Demonstrated the ability to lead, manage, motivate and develop a diverse team with varying levels of experience, including full-time and casual employees, with a track record of successful project delivery.
- Experience in budget management and financial planning for events.

### Skills and Abilities:

- Excellent organisational and planning skills, with the ability to manage multiple projects simultaneously ensuring deadlines are consistently met.
- Strong leadership and team management skills, with the ability to motivate and develop staff.
- Exceptional communication and interpersonal skills, with the ability to build relationships with a wide range of stakeholders at varying levels within the School.
- Excellent written communication skills to produce clear, accurate, and professional documentation, including emails, event briefs, and reports.
- Strong problem-solving skills and the ability to remain calm under pressure.
- Proficiency in event management software and other relevant IT systems, including Microsoft Office applications (Word, Excel, Outlook).

### Knowledge:

- An in-depth knowledge of event planning and management principles and practices.
- An understanding of health and safety regulations and compliance requirements for events.
- Awareness of current trends and innovations in the event management industry, with a passion for continuous learning and staying up-to-date with best practices and an eagerness to share knowledge with the wider team.
- An awareness of how the School's overall strategic plan translates to the objectives of the Events Team. An awareness of activities taking place both within the Team and across the School, and the ability to draw links and plan work accordingly.

### Personal Attributes:

They will be:

- Highly motivated and enthusiastic, with a passion for delivering high-quality events.
- Flexible and adaptable, with the ability to respond to changing priorities and demands.
- Someone with a strong attention to detail and a commitment to excellence.
- Someone with a proactive and positive approach to work, with the ability to work independently and as part of a team.



# Working at Alleyn's

## Terms and Conditions

This role is based on site at Alleyn's School in Dulwich, South London, and is offered on a full-time, all year round basis. The position includes twenty-five days of annual leave, plus public holidays, along with a discretionary closure period over Christmas. The successful candidate will be required to work a full day on Founder's Day which is one Saturday per year in late June or early July. Given the nature of the role, a flexibility of working hours is required to ensure effective event delivery.

The salary for this position ranges from £50,000 to £55,000 per annum, based on experience and qualifications and will be paid over twelve-monthly instalments.

The school provides additional benefits to its staff, including income protection insurance, an employee assistance programme, enhanced family leave pay, lunches and other refreshments, the use of school facilities including the swimming pool and gym, a cycle-to-work scheme, a tech scheme, a holiday purchase scheme, access to the library, free tickets to school performances, and the opportunity to join one of two private healthcare plans. Staff also enjoy discounts with local businesses and may use holiday sports camps for the children of staff at a preferential rate.

Members of staff who have children attending Alleyn's Junior and Senior Schools will benefit from 25% fee remission which, subject to means testing, may increase to a maximum of 85%. This is a non-taxable benefit, and any means-tested element is reviewed annually. Staff children must meet the same admissions criteria as all pupils at Alleyn's. There is also some fee remission available in respect of staff children attending Dulwich College and James Allen's Girls' School, though the terms and conditions are different, and it is a taxable benefit.

The role holder will have access to, and may be automatically enrolled into, the School's Group Personal Pension Plan, currently provided by Legal & General. This plan may involve contributions being made via salary sacrifice based on 6.5% employer contributions

The post is permanent following successful completion of a six-month probationary period.

On completion of the required recruitment checks, the post would be available to the successful candidate with immediate effect or at the completion of their due term of notice.

## Commitment to Safeguarding

We are fully committed to providing a safe environment for children, staff and visitors.

We promote a climate where anyone in the community can freely share their concerns about themselves, or others, in terms of individual safety and well-being.

We protect the interests of the children at Alleyn's through awareness among all members of staff of the kinds of issues of abuse, maltreatment and neglect that would impair a pupil's health or development.

In this way, Alleyn's supports its pupils' development by fostering security, confidence and independence.

We provide an environment in which children and young people feel safe, secure, valued and respected, and know how to approach adults if they or those whom they know are in difficulties, with the assurance that they will be listened to.

Everyone in the staff community at Alleyn's takes responsibility for safeguarding, and we always aim to act in the best interests of the child.



# Arrangements for the Appointment

## How to Apply

The application form can be downloaded from our website, [www.alleyns.org.uk/jobs](http://www.alleyns.org.uk/jobs).

Candidates should complete all sections of the form and submit it together with a completed Equal Opportunities Monitoring Form, full CV and covering letter.

Please address your covering letter to the COO, Mr Guy Collins-Down, **explaining in your letter why you are interested in this particular position at Alleyn's and why you think it would suit you at this time in your career.**

All documents should be emailed to [jobs@alleyns.org.uk](mailto:jobs@alleyns.org.uk).

Alternatively, they can be posted to: The HR Department, Alleyn's School, Townley Road, London SE22 8SU.

**The deadline for applications is midday on Monday 9 December 2024.**

If you have any questions you are very welcome to contact Human Resources by email at [jobs@alleyns.org.uk](mailto:jobs@alleyns.org.uk) or by phone on 020 8613 5016.

## Interviews and Appointment

Interviews will be conducted at the School on **Monday 16 December 2024** and will consist of interviews with relevant colleagues including the Director of External Relations and the COO. There will also be an opportunity to meet with other relevant staff. Please note that references may be taken up before the interviews. If you would prefer to be contacted first please state this.

## Safeguarding Checks

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced DBS check.

## Equal Opportunities

As an Equal Opportunities employer we welcome applications from all applicants who meet the requirements for the position. However we are especially keen to receive applications from those in minority groups for which the School is currently underrepresented. We celebrate diversity and thrive on the benefits it brings.

