



## **Nordic Laboratories Events Manager (UK Based)**

### **Overview:**

Nordic Laboratories is part of Nordic Group, a purpose-driven organisation dedicated to improving health globally through functional medicine and a personalised approach to health. As a world-renowned functional medicine brand, Nordic Laboratories supports health practitioners worldwide with genetic and functional testing, and supplements.

Education and events are central to our growth. We maintain a strong international presence as a sponsor and exhibitor at leading functional medicine events, while also delivering a growing portfolio of our own education-led events, training programmes, and conferences across multiple markets.

We are looking for a full time **Events Manager** to play a key role within our events team, supporting the planning, coordination, and delivery of our global events programme and contributing directly to the continued growth and visibility of Nordic Laboratories.

### **The role:**

Reporting to our Head of UK Operations and working alongside our Head of Marketing the role is responsible for helping ensure the smooth running of our events programme, from planning, negotiating and booking through execution and delivery to follow up.

You will share our sense of motivation and purpose in helping people lead healthier lives and supporting the growth of functional medicine around the world. You will be part of a team liaising with world class functional medicine specialists to develop compelling educational experiences for practitioners.

### **Requirements and responsibilities:**

Our programme of events is well established - we need someone who can help ensure everything runs as smoothly as possible and ensure that we maximise the relationship building opportunities from every event. You will have 3 years experience of event management and have experience of planning, managing budgets, negotiating and liaising with organisers and ensuring the smooth running of events as they happen.

### *Planning*

- Manage our annual event calendar and liaise with key stakeholders to approve the calendar yearly in advance. This calendar will include a mix of brand marketing events and our own educational events.
- Act as the key contact for event organisers and ensure that all event deadlines are met.
- Strong budgeting skills and ability to handle large scale costs. Confident to liaise and negotiate with venues/suppliers
- Communicate delivery information to internal teams to ensure materials are produced, shipped and delivered to the right place at the right time.
- Track marketing materials across events to minimise surplus production and ensure their safe return to our warehouse.
- Work with our Head of Education to plan speakers for our own events and manage their attendance.
- Ensure that each event is resourced with the right staff.
- Research and recommend future events we should exhibit at or sponsor.

### *Promotion & Activation*

Work with internal marketing, design & warehouse teams to ensure that

- All promotional & branding opportunities of sponsored events are briefed to management & marketing and are maximised.
- Attendee demographics are well understood, so that the right mix of marketing materials, stand design and promotional offers are used to achieve business objectives.
- Brand presence at each event is strong and consistent with well thought out floorplans and stand location
- Brief & train event staff during pre-event meetings, ensuring team are clear on on-site responsibilities
- Propose and implement ideas to improve overall attendee journey and experience

### *Travel*

- Manage our travel programme to ensure our event teams are in the right place at the right time.
- Attend UK and overseas events where required to help support sales teams, administer orders etc.

### *Follow up*

- Work with the admin, sales and marketing teams to ensure that new leads are delegated to the right teams post-event.
- Ensure that post-event marketing opportunities are utilised.
- Hold event debriefs, analyse event data and report on each event to help inform future planning.

**Skills required:**

- Previous experience of co-ordinating events.
- Excellent time management
- Must be able to work on multiple events and handle long-term and immediate deadlines
- A sharp eye for detail and first rate planning skills
- An understanding of event branding and stand set up to maximise brand impact
- Competent within MSOffice, GSuite and other project management tools and manage our own bespoke (new) event management system.
- Great communication skills and relationship building with both external customers and internal stakeholders.
- Agility and enjoy working in a fast paced environment
- Self motivation
- Multi-tasking
- Experience with negotiation
- A can-do attitude, not afraid to get involved in all aspects of event delivery.
- Comfortable travelling for work as needed (national & international travel required)

**Package:**

- Salary: £37,000 - £45,000 depending on experience
- Location: Based in our office in Tunbridge Wells + ad hoc attendance at our Stonegate warehouse (2-4 times per month) + regular attendance at our UK / Overseas events
- Benefits: Opportunity to gain experience from our global network and spend time working internationally
- Support and training from our experienced team
- 25 days holiday per annum plus bank holidays
- Discounts on functional medicine tests and supplements
- Fun, sociable team with regular events and activities

**Application question(s):**

- Please let us know your salary expectations and if this is in line with the salary banding noted in our job profile (£37-£45k)
- Please provide an overview of why you are applying for our role, and how your previous skills/experience are a good match for the requirements laid out in the job description.
- Please confirm that you are able to work full time as per the job description

To apply - Please email your CV and covering letter to [jobs@nordicgroup.eu](mailto:jobs@nordicgroup.eu)