

MK2025

Employability and Professional Development

Semester 2

Assignment

I confirm that this assignment which I have submitted is all my own work and the source of any information or material I have used (including the internet) has been fully identified and properly acknowledged as required in the school guidelines I have received.

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03/01/2018

SJM Concerts,
3rd Floor, Colwyn Chambers,
19 York Street,
Manchester, M2 3BA
vacancies@sjmconcerts.com

Dear SJM Concerts,

I am writing to apply for the Assistant Event Manager role that I found advertised on The Guardian jobs website. As requested, I am enclosing a completed job application including my CV, and five references.

The opportunity you have presented is of great interest to me as it falls in alignment with my current career path and goals, and I believe that with the combination of my experience and my academic achievements, I will be a competitive candidate for this position. The key skills and abilities, which I give further details about in my CV, are as follows:

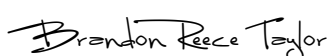
- I have solely managed events in the past from the initial creation of the concept of the event to the review and reflection of the event after its organisation and execution.
- I have worked closely with both customers and colleagues of varying status and ability and this is something I wish to continue to do as I build upon my managerial experiences and skills.
- I have shown a keen interest in my passion for music and the industry of concerting and artist promotion.
- My ability to thrive under the pressures of event execution have been demonstrated through my experience of solely running events as well as strategically organising and marketing events to ensure its popularity and financial success.
- After gaining experience at the age of eighteen as the Marketing Officer for Hoghton Tower, I have gained knowledge in all aspects of the promotion of events and in the maintenance of a brand and its specific reputation requirements.

Please see my resume for additional information on my experience and background. I can be reached anytime via email at brt@brandonreecetaylor.com, or by mobile, 07802 407631. Also, please feel free to visit my website and my social media accounts as listed, in order to learn more about who I am, my professional ambitions, and my personal brand.

Thank you for your time and consideration. I look forward to meeting with you to discuss this employment opportunity even further.

Sincerely,

Brandon Reece Taylor,
(BA Hons) Business and Marketing at the University of Central Lancashire





Profile

I am a personable individual with continually growing experience in the field of event management, marketing, and business management with a keen interest to learn further about the ways in which to best execute events for the greatest financial revenue through building upon my direct experience.

Having gone to all the major music festivals in the UK and in the United States, I feel I have a well-rounded knowledge of the current music landscape including knowledge of the latest upcoming artists, the current struggles for the music industry, as well as the key areas of growth for the concerting business specifically.

Experience

CUSTOMER ASSISTANT, EULOCIS HAIR SALON LIMITED, CHORLEY, LANCASHIRE – 2013 - 2017

As my first job, which I began when I was fourteen years old, my duties were to take phone calls, make sure the salon was always clean, wash customers hair, take customer payments, and interact with the customers to ensure they have the best experience whilst in the salon.

It was this final element of the job that I learn the most and gained the largest amount of experience from because the core of business remains the customers and by interacting with the customers in a very intimate way by washing their hair, I had to create conversation, and build a good clientele that would return week after week.

Although this job and its contents did not require any marketing or business management skills directly, I understood during this job, the requirements need in the daily running of a business that is solely dependent upon building a strong clientele.

I believe that this fundamental lesson is something that all people who want to enter business, marketing and event management need to learn in order to be successful because without that experience of closely interacting with customers and understanding their wants and needs, a person is less likely to understand the customer mindset in any type of business. I am proud to say that this job has served me a great grounding in my career by interacting with everyday customer and clientele and learning of their needs and wants.

MARKETING OFFICER, HOGHTON TOWER PRESERVATION TRUST, LANCASHIRE – 2017 - PRESENT

Immediately after leaving my first job, I began my job as the Marketing Officer at the Hoghton Tower Preservation Trust which is a historic house and fortified 16th century stately home outside Preston in the village of Hoghton.

Since the moment I began this job, which I had to do over one month's worth of voluntary work beforehand to get without knowledge that I would be offered a paid role, my entire outlook has been developed, enhance, and sharpened with regards to the way I understand the management of a business.

Adding in the charitable trust dimension has also been another brand new aspect that I had not dealt with previously and which I had to navigate my business planning around. Firstly, it is unique to work in a historic house and stately home due to the nature of the building, its historical background, and the certain reputation and brand that must be upheld at all times during all events and marketing promotions.

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My main duties in this Marketing Officer role have been to manage the entirety of the marketing aspect of the Tower which includes the management of the Tower's website, all its social media, the creation of marketing materials, the

Due to the fact that there has never been a Marketing Manager over me, I have had to forge my own direction and I have had to learn from scratch how to market a stately home which has come with both mistakes and great results.

As my role has developed and widened, I have increasingly been involved with the management of events and this culminated in my sole management of one of the Tower's largest events this Christmas period, the annual Christmas Fair for which I had to organise over fifty different traders, devise a marketing campaign and execute it, as well as be there on the day to physically manage and organise the event to ensure its smooth running.

After managing this event, I feel that event management and marketing is certainly the area that I wish to develop my skills in further and with all the experience I have received since beginning my time as the Marketing Officer for Hoghton Tower, I know I am ready for further challenges and responsibilities.

Education

Brownedge St. Mary's Catholic High School and Sports College, 9 GCSE's: Religious Studies (A), Science (A), English Literature (A), English Language (A), Geography (B), History (B), Additional Science (B), Mathematics (B), German (C).

Cardinal Newman College, 3 A-levels: Media Studies (B), English Literature (B), English Language (C).

University of Central Lancashire, (BA Honours) Business and Marketing.

Associated Board of the Royal Schools of Music (ABRSM): Grade 4 Music Theory, Grade 5 Piano Practical.

Skills

Since beginning my first job, I have developed my most fundamental skills of good communication, strong leadership, initiative and creativity, and since entering my Marketing Officer role at Hoghton Tower, I have enhanced these skills whilst gaining new ones in marketing management, business management, event planning and execution, as well as the application of theory that I have learnt through my knowledge gained during my degree at UCLan.

References

Louise Counsell, Director at Eulocis Hair Salon Limited, 250 Eaves Lane, Chorley, PR6 0ET,
l.j.counsell@hotmail.co.uk

Sir Bernard de Hoghton, 14th Baronet and Lady Rosanna de Hoghton, Hoghton Tower, Hoghton, PR5 0SH,
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Elena Faraoni, Chair of the Board of Trustees of the Hoghton Tower Preservation Trust, Hoghton Tower,
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Peter Ashfield, Senior Lecturer in Business & Marketing at the University of Central Lancashire, School of
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Academic Report

Introduction

In this academic report, a critical evaluation and assessment of my suitability for the advertised role will be produced in a clear, and useful format, and it is within this report that I outline the ways in which my current skills, qualifications, and experiences support my application for the role. As well as this, I will outline requirements for the role that my current skill set is least prepared for and thus, highlighting areas that I need to improve upon so that I can develop them further to make myself the strongest candidate I possibly can be.

Job Analysis

Beginning with an analysis of the title of the role, Assistant Event Manager, a few different points can be derived which provide a clear insight into what type of role is advertised here. Firstly, the word “event” in the role title suggests the theme of the role centring around event creation, organisation, promotion, execution, and reflection in this order. We can derive from these five stages of an event that the person is going to need to be a well-rounded individual with skills in a multitude of areas including creativity, customer interaction, and organisation.

The word “manager” in the job title suggests the nature of the role which lies in the management of these five key areas of an event from start to finish and thereafter. This word also denotes a requirement of a higher level of responsibility and duty. The first word of the job title “assistant” underpins every other part with the prospect that the individual will be reporting to their manager and given tasks to complete by their manager in the fulfilment of each of the five key aspects of an event. Exploring these three dimensions of the job through the analysis of its title provides a greater understanding of what the job entails, and what the company wants from the individual who achieves the role.

Something that is emphasised throughout the description is the outdoor aspect to the job as one of its most overlooked requirements; the candidate must be comfortable with outdoor work for long periods of time and must be comfortable with working at weekends. With the breakdown of the role in a 3:9 ratio of outdoor work and office based work respectively, the candidate is given a clear understanding of the versatility of the role. Investigative and research based work is also made a point of emphasis in the description with special attention given to one’s ability to think up new concepts, events and venue ideas, which again shows the creative initiative standing at the core of the role which is also considered a central aspect of most job roles and one that must be crafted over time (Winstanley, 2009).

The ability of the candidate to work to “tight deadlines” is also made clear along with confidence, organisation, time management, prioritisation of workload, and the ability of the candidate to be able to work under pressure. In addition, a “solid understanding of finances” is considered to be “essential” to the role along with a “passion for the music industry” which highlights the fact the company is definitely attempting to narrow down the candidature size by requiring a specific set of abilities and interests.

The ability of the candidate to work well with others is another aspect of the role that is highlighted throughout the description in a number of examples, such as being able to take instructions from the Event Manager, working with the “Production Department”, suppliers, venue owners, and at one point, it is mentioned that the candidate would need to work with the “full team” of the company. This highlights the fact that the individual is going to need a strong willingness to work with people from all types of backgrounds, different personalities, and of different statuses within the company (Becket & Kemp, 2006).

SJM Concerts have a brand that they intend to protect and preserve and it is the duty of each and every employee to respect this and reflect this in their attitude, demeanour, and work ethic (Roper and Fill, 2012).

The digital abilities of the ideal candidate are expressed throughout the description of the role with the mention of one of the candidate's responsibilities being the management of an "online document sharing website" and explicitly states the candidate must have a "good aptitude" in working on computers. This further emphasises the point that the company is certainly looking for a candidate with a large amount of flexibility; to work on computers, to working with a vast range of people, to organisation, creation, and execution, and to working individually and autonomously, as well as with teams of colleagues and under the direct supervision of a manager (Garsten, & Jacobsson, 2004).

Regarding qualifications, it is stated that no formal qualifications are essential to the role which demonstrates some leeway so as not to outcast all candidates. The main requirement the candidate must fulfil, however, is to have experience and knowledge in event management and although this may seem like a basic skill initially, this actually consists of a great deal of ability, flexibility, and raw talent (Brown & Hesketh, 2004).

Self-Analysis

One of the main areas of qualification that the job description highlights is that candidates must have demonstrated an initiative to gain experience during their studies and I fulfilled this criteria by taking time out of my summer holidays after my first year at university to volunteer at the Hoghton Tower Preservation Trust. It was only through the presentation of my ability, creativity, and initiative through the efficient completion of tasks, that I was offered a marketing job before I had even finished my business and marketing degree.

This and this alone demonstrates my keen initiative and my ability to think ahead, grasp every opportunity that comes my way, and gain experience wherever I can. By applying this to real life, I was in a challenging marketing role even before my second year of university began. From the classroom at university, I studied the theory of event marketing (Fill, 2010) and during my free days, I was working and actually applying that event marketing theory in a real business environment wherein the consequences of the marketing strategies I implemented had real world affects on the way in which the business operated and on its financial success.

Through this role as the Marketing Officer for Hoghton Tower, I have demonstrated more abilities than just gaining experience. Through completing the day-to-day role, I demonstrated my ability to work with a large range of people with different viewpoints and needs, due to the bulk of my colleagues being volunteers, which introduces a new dynamic into the way by which a business can operate and this is something I learned very quickly. Equally, I valued the volunteers for the instrumental role they played in the operations of the Tower as well as learning from them what they wanted to gain from being volunteers of the Trust.

I complete another criterion of the qualifications section in the job description that speaks of an ability to think for oneself. Having limited supervision during the majority of my time at the Tower due to the structure of the staff rota, I worked autonomously and was entrusted by the Chair of the Board to complete all tasks handed down to me, but also by creating my own tasks through my initiative to build income and visitor attendance. By writing a concise CV that provides a clear introduction to my character, I fulfil an important requirement in written presentation skills which is to capture purpose, angle, and message (Winstanley, 2009).

The main way in which I feel I next need to further improve my skills lies in gaining greater experience in the management of larger events than I have currently developed which will both enhance and subsequently raise my employability even more. By writing this report and experimenting and reflecting upon my

suitability for this role, I feel I have highlighted important aspects of my overall personal development planning initiative and this experience will assist me in the construction of future individual action plans.

From the very first opening paragraph of my CV in the profile section, I write of my love and passion for music and the keen interest I have in the music industry and my knowledge of how the industry sees its future. By demonstrating the fact that I had thought about these questions regarding music and the music industry, I have displayed again my creativity, and ambition in building new ideas, which in itself fulfils an essential role for an engaged employee as suggested by Brassington and Pettitt (2006).

By visiting the website of the company (SJM Concerts, 2017), I was about to learn about the history of the company, its future goals and ambitions, and its current objectives and focuses in its business operations, which is an important habit to get into when applying for a new job because it allowed me to become more prepared and to gain a better understanding of the company overall. In the education section of my CV, I also inserted my two highest qualifications in both music theory and practical piano from ABRSM which again identifies another snippet of my proven interest in music, both contemporary and classical.

Conclusion

In this Academic Report, I have successfully demonstrated both my keen interest in the theme of the role as well as my suitability for it by writing of my previous experience in event management, my certifications in both music theory and practical piano, and my raw skills of creativity, being flexible, and showing an initiative.

1,500 words

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