

EVENTS MANAGER: JOB DESCRIPTION

Post	Events Manager maternity cover
Term	Maternity cover, 12 months
Salary	Salary scale 13-16 starting at £26,651 and progressing to £31,488 (pay award pending) pro rata plus 6% pension contribution
Hours	30 hours per week
Role	The Events Manager will be responsible for the development, organisation, and marketing of the Chartered Institute's programme of internal and external events. They will also work with senior staff to develop and improve procedures. The post-holder will also take on management of significant aspects of the role and managerial responsibility for any support staff.
Responsible to	Head of Governance and Finance
Place of work	Home working with occasional work in the CifA office (pending due to COVID-19)

Main duties and responsibilities

Event organisation

- Organise CifA presence at internal and external events such as the Annual Conference, AGM, training courses, external conference etc including staff attendance and briefing, stand space, facilities, equipment/materials, accommodation and travel arrangements
- Develop and maintain good working relationships with external suppliers such as platform hosts, training providers, etc and negotiate costs to ensure best value (pending COVID-19, this may also apply to printers, hotels/venues, and caterers)
- Coordinate email invitations, create online event listings and registration pages for delegates and speakers, ensuring data handling is GDPR-compliant
- Assist in the selection of sessions and speakers for event programmes and organise timetables for these
- Where other CifA staff or Groups organise events, provide support and guidance to ensure consistency of CifA brand, budgets and high levels of customer experience
- Attend and assist with events on the day as necessary including set-up, registration, coordinating staff and external suppliers and problem-solving. Identify, appraise and book suitable venues for CifA events as required

Events development

- Implement a marketing programme for CifA events, including writing copy for newsletters and websites, collating content for social media and promotional activities to attract delegates, advertisers, exhibitors and sponsors
- Develop our digital event programme, including our first foray into a digital annual conference
- Liaise with our designer to develop and source appropriate direct marketing materials
- Update the events calendar and relevant pages on the CifA website

- Ensure feedback is captured at relevant events and incorporated into future planning
- Update and/or write Standard Operating Procedures as needed to support a more structured digital event programme
- Streamline, improve and develop our events programme, including reviewing their performance, diversity of attendees and revenue
- In discussion with colleagues, identify new event opportunities for the Institute

EVENTS MANAGER: PERSON SPECIFICATION

Essential	Preferred
<i>Education, knowledge and skills</i>	
educated to degree level or an equivalent level of competence gained in the workplace	a good understanding of the role of professional institutes
proven experience of managing and marketing large and small scale professional events	proven experience organising large and small scale digital events, both educational and social
excellent communication skills and the ability to negotiate with a broad range of individuals	experience of managing budgets
confident with the use of social media and websites	
a good understanding of strategic and business planning	strong copywriting skills
excellent administrative skills	membership of a relevant professional body
attention to detail	previous work experience with Zoom or similar platform
good standard of written English	an understanding and following of up-to-date guidance re: COVID-19 and its impact on the events industry
excellent IT skills including an understanding of event booking software and computer database structures	
good PR skills	
<i>Behaviours</i>	
personal commitment to CPD and the maintenance of professional standards and behaviour	previous experience of or the ability to develop good working relationships within a dispersed team
ability to work effectively on your own and as part of a team	previous experience of working with volunteers
a tactful and diplomatic working manner	
able to represent the organisation externally	
demonstrated excellent time, task and project management skills	
demonstrated ability to manage a range of diverse tasks and demands from a dispersed team and client base	

demonstrated ability to work with volunteers to develop their understanding of CIfA and its objectives	
attended specific training courses to develop skills and expertise relevant to the post	

Training will be provided