

EVENTS MANAGER: JOB DESCRIPTION

Post	Events Manager
Term	Permanent
Salary	Salary scale 13-16 starting at £25,750 and progressing to £30,385 pro rata plus 6% pension contribution
Hours	22.5 to 30 hours per week by arrangement
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	CIfA office with occasional working away from the office

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 printers, hotels/venues, caterers etc and negotiate costs to ensure best value
- Identify, appraise and book suitable venues for CIfA events
- Coordinate email invitations and online registrations 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

Event marketing and development

- Implement a marketing programme for CIfA events, including writing copy for newsletters and websites, collating content for printed literature and social media promotional activities to attract delegates, advertisers, exhibitors and sponsors
- Liaise with our designer to develop and source appropriate direct marketing materials and merchandise
- Update the events calendar and relevant pages on the CIfA website
- Ensure feedback is captured at relevant events and incorporated into future planning
- Streamline, improve and develop our events and marketing 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	experience of managing budgets
excellent communication skills and the ability to negotiate with a broad range of individuals	membership of a relevant professional body
confident with the use of social media and websites	
a good understanding of strategic and business planning	
excellent administrative skills	
attention to detail	
good standard of written English	
excellent IT skills	
good PR skills	
<i>Behaviours</i>	
personal commitment to CPD and the maintenance of professional standards and behaviour	previous experience of working 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