

## Job Description

Title:	Marketing & Events Executive
Directorate:	Marketing & Communications
Responsible to:	Marketing & Communications Manager
Location:	London (hybrid working)

### OVERALL PURPOSE

To deliver a programme of events which increases member and non-member engagement and ensures members gain maximum value from their membership. To organise events ensuring cross-departmental co-ordination. To promote and manage events relating to national profile raising (most notably The Institute's Annual Conference and Awards) and support a programme of virtual and physical events, such as research launches, Head to Head webinars, training courses, workshops, National Customer Service Week and The Institute's AGM.

To support the Marketing & Communications Team with a range of activities relating to Marketing, Communications and Product. To act as the lead on the internal communications activity working closely with the internal communications and HR team. It is a varied role which touches every part of the business, involving event planning & management, digital marketing and communications support.

### KEY RESPONSIBILITIES

1. Plan and implement national profile raising events to support member engagement, including our flagship Annual Conference & Awards, the AGM, Head to Head interviews, research launches, National Customer Service Week and member meetings.
2. Co-ordinate pan-Institute events and maintain an overview of all department plans.
3. Manage and update the events and bookings section of website and share these across the business and membership to ensure promotion of key events in a planned and timely manner.
4. Work closely with the Marketing & Communications Manager to ensure online and offline communications relating to events are fully integrated, consistent and coherent and that offline activity drives relevant traffic to The Institute's website.
5. Work with the Marketing & Communications Manager and Marketing & Communications Director to ensure events are, where appropriate accompanied by videos and/or social media posts highlighting key findings for use on different channels.
6. Create and update brand materials for use with presentations, collateral, exhibition stands and other Institute literature, to provide high quality materials that comply with The Institute's brand identity and meet event deadlines.
7. Create a suite of digital communication templates, to ensure event invitations, reminders and follow up activities are consistent in language, tone and imagery.
8. Create and implement a suite of templates for event collateral and delegate materials/ packs for use across the business, to ensure high quality standards and consistent brand identity.
9. Create, audit and maintain marketing, communications and event content on the Institute's intranet to promote awareness of and maximise attendance at events.
10. Create and maintain a target list of customers and review with colleagues to ensure events are appropriately targeted and maximise member engagement.

11. Measure and assess ROI of events through post-event surveys and analysis to enable The Institute to respond to customer feedback and improve the customer experience.
12. Create, report on and be accountable for a set of key metrics for communications and sales activity associated with all customer events activity, in order to monitor performance against key success criteria, proactively identify shortfalls and take prompt corrective action.
13. Collate, analyse and report on post-event attendee data and feedback for all events in order to provide evaluation data.
14. Work with the chosen events planning agency/supplier to secure financial sponsorship for the Annual Conference and Awards so that events meet agreed sales targets.
15. Provide support for CEO speaking engagements, including briefing materials, and work with the Communications Manager and Executive Assistant to ensure the CEO is appropriately briefed on all keynote events.
16. Plan and implement National Customer Service Week, providing collateral to colleagues for sharing with the membership and working across the business to promote.
17. Maintain and report on sales and other key metrics for National Customer Service Week, including managing the shop and stock levels regularly, to ensure targets are met and achievements are effectively communicated.
18. Maintain a speaker database to ensure appropriate speaker options for Institute events.
19. Manage relationships and commercial contracts with suppliers to ensure that events meet marketing and commercial objectives.
20. Work with colleagues to develop and maintain business processes in relation to events, to promote efficient and consistent practices.
21. Working with HR and the internal comms working group, take lead on Internal Comms, manage the monthly internal newsletter, and be the internal brand guardian.
22. Support with writing and reviewing communications drafts.

## **ROLE DIMENSIONS**

### **Financial responsibility**

Responsibility for managing the events budget, approximately £275k including Annual Conference P&L, and for achieving income and sponsorship targets for key events.

### **Key relationships**

Internal: Marketing & Comms Manager and Marketing & Comms Director and wider Marcomms Team; our Academy, Client Relationship Directors; Research & Insight Team; CEO and CEO EA.

External: Event organisers and suppliers; member organisations and other bodies, which may support Institute events and other activities via sponsorship.

### **Related duties**

This job description does not necessarily include every responsibility, requirement or skill associated with the role. It reflects the role as it is currently and you may be required to perform related duties.

## **KEY SUCCESS CRITERIA**

Events KPIs / metrics

Engagement level of members – take up products and services

Leads generated by Events

Customer satisfaction with communications and events

Number of c-level contacts attending flagship events

Financial objectives for Annual Conference and Awards

## **PERSON SPECIFICATION – MARKETING & EVENTS EXECUTIVE**

### **Knowledge**

Strong knowledge of events management and marketing. An awareness of digital marketing techniques including product launch, campaign management, email, web & social media, and lead generation.

### **Skills**

- Planning and implementation of effective communications plans and events on time and within budget in line with project management principles
- Accomplished oral and written communications in English to produce concise and impactful digital marketing copy and promotional material
- Strong commercial acumen
- Financial management of events, and the ability to identify opportunities to reduce cost and improve performance
- Excellent stakeholder management including ability to manager supplier partners, CEO, Director Team, Client Relationship Team
- Ability to work independently, under pressure and to tight deadlines
- IT skills: competent in use of CRM, marketing automation/email systems (Hubspot or similar); CMS (WordPress or similar)
- Microsoft competency levels: Advanced Word, Intermediate Powerpoint and Excel
- Desirable: Adobe CC and basic html skills

### **Attitudes**

- Lives The Institute's values
- High integrity
- Proactive and solution-oriented
- Team player
- Can-do attitude

### **Experience**

- 3 years' experience in an Events and/or Marketing environment, with at least 2 years' experience of event management
- Briefing and managing suppliers in events management, venue provision, and production of marketing materials
- Using events metrics and KPIs

### **Education and Professional Qualifications**

Educated to degree level

Minimum GCSE at C or above (or equivalent) in English and Maths

Note: Occasional early morning or evening work and travel to other locations will be necessary for business reasons