

Job Description

Title: Marketing & Events Executive

Directorate: Communications & Corporate Affairs

Responsible to: Senior Brand & Digital Manager

Location: London (hybrid working – 3 days in the office)

OVERALL PURPOSE

To promote and 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, Member Experience Days, TAN & Regional Meetings, National Customer Service Week, and The Institute's AGM.

To support where required the successful ongoing delivery of Portis - The Service Innovation Hub, providing operational and marketing support across each cohort in conjunction with the lead contact. This includes managing logistics and liaison for in-person Service Labs, coordinating Mini-MBA pre-cohort communications, supporting relationship management and enrolment tracking, and maintaining effective operation of the virtual learning environment (VLE) - including content management, updates and learner support.

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. Events planning & delivery

- Plan and implement national profile-raising events to support member engagement - including the flagship Annual Conference & Awards, AGM, Head to Head interviews, research launches, National Customer Service Week and member meetings.
- Co-ordinate pan-Institute events and maintain an overview of departmental plans to ensure alignment, effective planning and resource management.
- Manage relationships and commercial contracts with suppliers to ensure events meet marketing, operational and commercial objectives.
- Plan and implement National Customer Service Week, providing collateral and resources for colleagues to share with members and supporting activity across the business.
- Maintain a speaker database to support the identification and selection of appropriate speakers for Institute events.
- Work with colleagues to develop and maintain business processes relating to events, promoting efficient, consistent and effective ways of working.

2. Event marketing, communications & brand delivery

- Work closely with the Senior Brand & Digital 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.
- Manage and update the events and bookings section of the website, ensuring key events are promoted across the business and membership in a planned and timely manner.
- Create and update brand materials for presentations, collateral, exhibition stands and other Institute literature, ensuring high-quality outputs that comply with The Institute's brand identity and meet deadlines.
- Create and maintain digital communication templates to ensure event invitations, reminders and follow-up communications are consistent in language, tone and imagery.
- Create, audit and maintain communications and event content on the Institute's intranet to maximise awareness and attendance at events.

3. Event performance, reporting & continuous improvement

- Measure and assess event ROI through post-event surveys, feedback analysis and reporting, enabling The Institute to respond to customer feedback and continually improve the customer experience.
- Create and maintain target attendee lists, working with colleagues to ensure events are appropriately targeted and maximise member engagement.
- Create, report on and be accountable for key metrics relating to communications and sales activity associated with customer events, monitoring performance against success criteria and identifying opportunities for improvement.

4. Portis: The Service Innovation Hub & Mini MBA in Strategic Service Leadership - Delivery

- Providing marketing and logistical support to Portis cohorts, ensuring a smooth participant journey from enrolment through to completion.
- Support coordination of Portis pre-cohort communications - including onboarding information, key dates, expectations and engagement activities.
- Assist with Portis cohort administration where required - including relationship management with participants, enrolment tracking, attendance monitoring and ongoing communications.
- Coordinate logistics and liaison for in-person Service Labs, working with facilitators, venues and participants to ensure effective delivery.
- Support the ongoing operation and management of the Portis virtual learning environment (VLE) - including uploading and maintaining content, managing resources and ensuring participants have access to all relevant materials.
- Work closely with internal teams and facilitators to identify improvements to the Portis experience and support continuous development of the programme.

5. Internal Communications & Brand Management

- Work with HR and the internal communications working group to lead internal communications activity.
- Manage the monthly internal newsletter, ensuring content is timely, engaging and aligned with organisational priorities.
- Act as an internal brand guardian, ensuring consistent application of The Institute's brand identity across internal communications and materials.

ROLE DIMENSIONS

Financial responsibility

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

Key relationships

Internal: Senior Brand & Digital Manager, Director of Communications & Corporate Affairs; Research & Membership Proposition team; Academy Team, Client Development Directors & Client Delivery Managers; 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 – EVENTS EXECUTIVE

Knowledge

Strong knowledge of events management. 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 manage supplier partners, CEO, Director Team, Client Experience Team
- Ability to work independently, under pressure and to tight deadlines
- IT skills: competent in use of CRM (Salesforce or similar), marketing automation/email systems (Hubspot or similar); CMS (WordPress or similar)
- Microsoft competency levels: Advanced Word, Intermediate Powerpoint and Excel
- Desirable: Adobe CC, video editing skills 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