Job description

<table>
<thead>
<tr>
<th>Job title:</th>
<th>Events Manager</th>
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<tbody>
<tr>
<td>Division:</td>
<td>Events</td>
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<tr>
<td>Grade:</td>
<td>A4</td>
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<tr>
<td>Reports to:</td>
<td>Head of Events</td>
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<tr>
<td>Direct reports and team:</td>
<td>None</td>
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<tr>
<td>Size of budget:</td>
<td>Client event budget revenue circa £500k; client event budgets expenditure circa £400k</td>
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| Overall purpose of the role: | • Client Lead responsibility for clients and management of allocated events from conception to completion in all aspects.  
 • The Events Manager oversees an internal team on a project by project basis. |
| Key objectives:  | • Delivery of excellent client service, with events being delivered according to key targets including budgetary.  
 • Set up and management of internal project teams to ensure that all elements of the event are delivered to a high quality. |
| Date:            | October 2017                           |

Responsibilities

<table>
<thead>
<tr>
<th>Key responsibilities</th>
<th>% of time</th>
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<tbody>
<tr>
<td>Strategic</td>
<td>10%</td>
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<tr>
<td>Delivery of internal strategy against each client according to agreed objectives, and in line with the divisional business plan. Identify and develop growth opportunities with new and existing clients in liaison with Business Development colleagues, where appropriate.</td>
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<tr>
<td>Customer</td>
<td>20%</td>
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| Act as Client Lead for specified key accounts.  
 Deliver an excellent client service for these clients, ensuring high levels of engagement and customer satisfaction, so maximising client retention  
 Gain understanding of clients’ business, products and key stakeholders.  
 Ensure effective feedback to clients post-event, to recommend and implement plans around delegate feedback, future activities, trends and results  
 Implement agreed customer feedback questionnaires, or similar, to ensure that feedback is obtained on a regular basis. |
| Operational          | 50%       | |
| Event management of all aspects of specific events, supported by specialized function teams.  
 Ensure that specified events are compliant with all relevant governance rules and regulations, eg, ABPI, and ensure that event support staff are aware of these rules and regulations.  
 Support to Head of Events on the delivery of new business pitches. |
## Person specification

### Financial
- Financial control for specified key accounts, including invoicing client for all aspects of event fees.
- Preparation of event budgets, effective budget control and regular feedback to the client according to contract.

### People
- Provide coaching for members for the events team in general.
- Set up and manage project teams from across the organisation, for allocated events.
- Ensure training of the events teams on event systems.
- Support the culture of continuous improvement within the team.

### Person specification

#### Skills and experience

**Technical skills:**
- Highly demonstrable ability in event organization
- Highly demonstrable ability in resource and budget planning
- Highly demonstrable ability in using event systems.
- Excellent interpersonal, networking and client management skills
- Demonstrable commercial acumen
- Languages desirable
- Willingness to travel to overseas locations

**Experience:**
- Conference management experience preferred
- Experience in managing events in an Associations environment for at least two years, preferably in the bio-medical/science environment
- Experience in complex project management, and experience of promoting a culture of high performance.

**Behavioural competencies:**
- Anticipates long term customer needs and takes proactive steps to modify strategic direction accordingly
- Leads a culture of continuous improvement which values new and innovative approaches.
- Supports an environment that facilitates and encourages decision making where problem solving, innovation and new thinking are encouraged and rewarded
- Promotes understanding of complex or critical issues; seeks and listens with respect to the views of people at levels within the organisation

### Other relevant requirements: