**Role Description – Events Co-ordinator**

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| Role title | Senior Events Co-ordinator | | Grade | 2 | | Department | Marketing (Events) |
| Reports to *(1)* | Events Manager | | | | | Direct reports *(1)* | None |
| Key relationships / interfaces *(1)* | **Internal**: | Events manager, event coordinators, event sales and sponsorship manager, head of marketing, head of membership, marketing department, service delivery, finance, partnership development team, management level colleagues and any other relevant department depending on the nature of the event. | | | | | |
| **External**: | External third party project managers, third party suppliers and contractors including design and media agencies. APM corporate partners, affiliates and volunteer community. | | | | | |
| Role purpose *(2)* | Responsible for end to end delivery of APM Conferences and Awards and for working with the APM events manager to input into the development of APM’s programme of events. | | | | | | |
| Breadth of responsibility *(3)* | This role is responsible for planning, coordinating and delivering APM’s most established and highest profile events, including the APM flagship conference and APM Awards, hitting key targets relating to attendance, audience demographic, feedback and revenue and delivering on time and on budget. This role will also provide crucial support to the events manager in planning, developing and delivering the APM events programme, often representing them in meetings/at events. | | | | | | |
| Dimensions and limits of authority *(4)* | This role has autonomy in planning, coordinating and delivering events to agreed targets and quality. Decisions relating to the events programme and event development are deferred to the events manager. | | | | | | |
| **Key responsibilities / accountabilities** *(5)* | | | | | **Key performance measures** *(6)* | | |
| * Deliver high quality, engaging events for APM to agreed targets and budget. | | | | | * Plan tasks on an appropriate timescale, communicating these where necessary to relevant stakeholders * Liaise with relevant stakeholders to ensure event content and format is relevant * Assist with the development of the event programme including identifying speakers and themes * Ensure event meets its planned objectives * Work closely with event sales and sponsorship manager to ensure event sponsor(s) requirements are delivered and opportunities are optimised * Liaise with marketing team to ensure effective marketing programme is in place and delivered. * Ensure progress against plan is reported on a regular basis to key stakeholders, both in the lead up to, and post event. * Plan, gather and utilise feedback from attendees and other stakeholders with a view to making improvements for following year. | | |
| * Deliver APM Awards process from start to finish, ensuring entries process is carried out correctly and accurately, and that ceremony is successfully delivered in line with key objectives and targets. | | | | | * Plan tasks on an appropriate timescale, communicating these where necessary to relevant stakeholders * Liaise with the Awards Steering Group, Moderator and marketing team to ensure entries process is carried out correctly and accurately * Manage the judge recruitment process, ensuring key stakeholders are involved in the selection process * Liaise with marketing team to ensure effective marketing programme is in place and delivered, including call for entries, call for bookings and ensuring use of content is maximised post event. * Ensure event meets its planned objectives * Work closely with event sales and sponsorship manager to ensure event sponsor(s) requirements are delivered and opportunities are optimised * Ensure progress against plan is reported on a regular basis to key stakeholders, both in the lead up to, and post event. * Plan, gather and utilise feedback from attendees and other stakeholders with a view to making improvements for following year. | | |
| * Produce event reports | | | | | * Post evaluation and measurement of event performance against agreed objectives * Gather information and feedback from all relevant stakeholders to produce recommendations for the future. * Establish and deliver plan to include optimal methods and timescales of communicating reports to key stakeholders. | | |
| * Input into the development and delivery of APM events | | | | | * Make recommendations to events manager in the development and improvement of APM events * Following sign off, actively manage the plans to ensure that impact is maximised * Represent events manager at meetings and events as and when required. * Take responsibility for keeping up to date with developments internally and externally that may impact, or provide opportunity for APM events | | |
| * Ensure APM’s corporate identity is adhered to in any event and accompanying promotional material | | | | | * Produce all event material to a consistently high quality in copy, tone, design and print. Adhere to the APM style guide and policies | | |
| * Provide support to events manager in overseeing ad-hoc events as required | | | | | * Effective support is provided, as required by the task. Projects are carried out with enthusiasm and competence. | | |

**Person Specification – Senior Events Co-ordinator**

| **Attribute** | **Description** | **Essential / desirable** |
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| **Qualifications** *(7)* | * Educated to degree level * CIM qualified or working towards it * Alternative event management qualification | * Desirable * Desirable * Desirable |
| **Experience** *(8)* | * 2 to 5 years’ experience of event management * Experience of autonomy in coordinating events from start to finish * Experience of working in a marketing department * Analytical and reporting experience * Experience of managing awards processes/ceremonies and B2B conferences for up to 700 people * Experience of managing a budget | * Essential * Essential * Desirable * Desirable * Desirable * Desirable |
| **Knowledge** | * Knowledge of event production and marketing * Understanding of budgets, finances and relevant calculations * Statistical information and how to present it * Appreciation of the work of a professional body * Knowledge of the project profession and the importance of Charter | * Essential * Essential * Essential * Desirable * Desirable * Desirable |
| **Skills** | * Ability to build effective business relationships and communicate well with a variety of stakeholders * Excellent communication skills – written and verbal * Well developed teamwork skills * Strong organisational skills * Analytical skills and strong attention to detail * Skilled in using Microsoft office suite * Ability to use design programmes such as Illustrator/InDesign * Ability to use CRM database, web CMS system and create reports * Strong ability to produce clear written documentation * Negotiation skills | * Essential * Essential * Essential * Essential * Essential * Essential * Desirable * Essential * Essential * Desirable |
| **Behaviour / competency** *(9)* | * Self motivated and pro-active * Talented planner and organiser * Driven to achieve continuous improvement in their work * A natural communicator with good interpersonal skills and ability to build strong relationships * Quick learner * Adaptable and able to meet deadlines, results driven * Positive outlook * Enjoys overcoming challenges and problem solving * Focusses on customer experience and professionalism * Attentive to detail with a concern for accuracy * Analytical thinker * Critical thinker * Interest in latest developments, formats, software etc in events industry | * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Desirable * Desirable * Desirable |