**Role Description – Marketing Events Co-ordinator**

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| Role title | Marketing EventsCo-ordinator | Grade | 2 | Department | Marketing |
| Reports to *(1)* | Senior Marketing EventsCo-ordinator | Direct reports *(1)* | None |
| Key relationships / interfaces *(1)* | **Internal**:  | Senior management team, marketing colleagues, business development team, professional standards and knowledge team, management level colleagues. All sections in the association including appropriate panels and committees. |
| **External**: | External third party project managers, third party suppliers and contractors including design and media agencies. APM corporate members and volunteer community. |
| Role purpose *(2)* | To work with the Senior Marketing Events Co-ordinator, Marketing Manager, APM marketing team, plus a team of external contracted consultants and internal stakeholders to deliver marketing events by implementing the marketing plan. |
| Breadth of responsibility *(3)* | This role manages key marketing led events on behalf of the Senior Marketing EventsCo-ordinator and Marketing Manager to achieve event revenue and delegate targets. |
| Dimensions and limits of authority *(4)* | Decisions relating to the marketing programme are referred to the Marketing Manager. |
| **Key responsibilities / accountabilities** *(5)* | **Key performance measures** *(6)* |
| * Work with the Senior Marketing EventsCo-ordinator in delivering key tier 1 marketing led events
 | * Liaise with relevant stakeholders and ensure event is successfully delivered
* Assist with the development of the event programme including identifying speakers and themes
* Ensure event meets its planned objectives
* Work closely with Sponsorship Manager to ensure event sponsor(s) requirements are delivered and opportunities are optimised
* Liaise with marketing team to ensure targets are met.
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| * Deliver additional key APM events and third party events
 | * Execute campaign plan to ensure events meet their planned objectives
* Liaise with relevant stakeholders and effectively implement third party event agreements
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| * Assist with the delivery of the APM Conference
 | * Work closely with the Senior Marketing Events Co-ordinator in delivering the APM Conference
* Liaise with relevant stakeholders in implementing event production process
* Liaise with marketing team to ensure targets are met.
* Effective support is provided, as required by the task. Projects are carried out with enthusiasm and competence.
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| * Assist with the delivery of the APM Awards
 | * Work closely with the Senior Marketing Events Co-ordinator with the management of two stage judging process.
* Liaise with relevant stakeholders in implementing event production process
* Liaise with marketing team to ensure targets are met.
* Effective support is provided, as required by the task. Projects are carried out with enthusiasm and competence.
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| * Produce event reports
 | * Post evaluation and measurement of event performance
* Collate metrics to determine if event met its objectives
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| * Development and delivery of APM event plans
 | * Assist Senior Marketing EventsCo-ordinatorin the development of APM event plans
* Following sign off, actively manage the plans to ensure that impact is maximised
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| * 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
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| * Provide support to Senior Marketing EventsCo-ordinator and marketing team
 | * Effective support is provided, as required by the task. Projects are carried out with enthusiasm and competence.
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**Person Specification – Marketing Events Co-ordinator**

| **Attribute** | **Description** | **Essential / desirable** |
| --- | --- | --- |
| **Qualifications** *(7)* | * Educated to degree level
* CIM qualified or working towards it
 | * Desirable
* Desirable
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| **Experience** *(8)* | * 1 to 2 years’ experience of event management
* Experience of working in a marketing department
* Analytical experience
 | * Essential
* Desirable
* Desirable
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| **Knowledge** | * Knowledge of event production and marketing
* Statistical information and how to present it
* Appreciation of the work of a professional body
 | * Essential
* Desirable
* Desirable
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| **Skills** | * Able to plan and use digital media effectively
* Ability to build effective business relationships
* Effective PC skills including Word, Excel, PowerPoint
* Ability to use CRM database and create reports
* Strong ability to produce clear written documentation
* Excellent communication skills – written and verbal
* Well developed teamwork skills
* Strong organisational skills
* Negotiation skills
 | * Essential
* Essential
* Essential
* Desirable
* Essential
* Essential
* Essential
* Desirable
* Desirable
 |
| **Behaviour / competency** *(9)* | * Analytical thinking and commercial outlook
* Communication skills
* Customer focus
* Interpersonal skills
* Planning and organising
* Relationship building
* Concern for accuracy
* Results driven
* Technical and professional expertise
 | * Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Desirable
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