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

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| Role title | Marketing Events Co-ordinator | | Grade | 2 | | Department | Marketing |
| Reports to *(1)* | Senior Marketing Events Co-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 Events Co-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 Events Co-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. | | |
| * 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 | | |
| * 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. | | |
| * 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. | | |
| * Produce event reports | | | | | * Post evaluation and measurement of event performance * Collate metrics to determine if event met its objectives | | |
| * Development and delivery of APM event plans | | | | | * Assist Senior Marketing Events Co-ordinatorin the development of APM event plans * Following sign off, actively manage the plans to ensure that impact is maximised | | |
| * 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 Senior Marketing Events Co-ordinator and marketing team | | | | | * Effective support is provided, as required by the task. Projects are carried out with enthusiasm and competence. | | |

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

| **Attribute** | **Description** | **Essential / desirable** |
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| **Qualifications** *(7)* | * Educated to degree level * CIM qualified or working towards it | * Desirable * Desirable |
| **Experience** *(8)* | * 1 to 2 years’ experience of event management * Experience of working in a marketing department * Analytical experience | * Essential * Desirable * Desirable |
| **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 |
| **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 |