

Job Description – Events Content Manager (part time)

Job Title	Events Content Manager (Maternity Cover)	Grade	3
Department	Education & Lifelong Learning	Reports	0
Reports to	Senior Events Manager		

Our Values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main Purpose of the Role

The Events Content Manager (Maternity Cover) will be responsible for developing and delivering the content and agendas of APM events, analysing the business, the members and the volunteer priorities, identifying topical themes and suitable formats, selecting and briefing expert speakers, and collaborating with marketing to prepare for the event launch and promotion.

Working closely with the Senior Events Manager, they will make sure that APM events are planned well in advance and to a high standard, to consistently improve the delegate/member experience and the performance in terms of attendance and sponsorship.

Dimensions & limits

The role holder will be responsible for forward planning APM's events in line with the organisation strategy and business plan.

Capital expenditure outside the given budget will need to be referred to the line manager. They will be expected to escalate any issues or concerns to the Senior Events Manager.

Key Relationships

Internal

- The role holder will work with multiple departments within APM: Events & Volunteer Engagement colleagues, Service Innovation team, Knowledge team, Business Development team, Membership Team, Professional Standards team, Marketing and Communications teams, Finance team, CEO Office.

External

- The role holder will directly engage with a wide range of external stakeholders including APM volunteers and members, corporate organisations, agents and service providers, key opinion leaders and expert speakers.

Career Development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions

Key responsibilities / accountabilities

- Ensure delegate and stakeholder feedback is monitored and fed back into future planning, identifying best practices and lessons learnt for future improvements.
- Research and recommend new concepts around event delivery that keep long running events fresh and interesting, attracting an increasingly diverse audience.
- In collaboration with the Senior Events Manager, research trends, topics and speakers to develop state of the art event programmes. This includes desk research as well as interviewing internal and external stakeholders.
- Based on research, propose themes, streams and topics for stakeholder review.
- Select expert speakers and support their preparation to the conferences.
- Manage speaker relationships onsite during events.
- Attend and contribute to the smooth delivery of the programme on the live days of the flagship conferences.
- Act as internal expert on events planning and content development, providing tools and guidance for consistent and efficient event delivery across the organisation.
- Maintain a specialist knowledge of the events environment to assess and develop new ideas and opportunities.
- Recommend integrating new formats and solutions that enhance the attendee experience and drive efficiencies.
- Actively contribute to APM's culture of diversity, inclusivity and values.

Key Performance Measures

- Event formats/concepts meet or exceed stakeholder expectations and support the achievement of growth targets.
- Event content and speaker receive high rating of satisfaction from the audience.
- Key elements for events launch (date/format/venue) are confirmed well ahead: at least 12 months prior to a flagship event, at least 5 months prior to a volunteer event.
- Guidance and tools are shared across the organisation, to ensure consistent high standards of events quality.

Person Specification – Event Planning Manager

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to A level or equivalent 	<ul style="list-style-type: none"> Event Management Qualification Professional qualification in project, programme or portfolio management
Experience	<ul style="list-style-type: none"> Proven track record of devising and producing event programmes of engaging and innovative content at conferences to attract and suitably engage relevant audiences Experience in speaker selection and management Event planning experience Stakeholder management at every level, including senior leaders Experience in building and developing effective relationships with external customers and suppliers 	<ul style="list-style-type: none"> Experience gained within a membership organisation or professional body Experience of working with volunteers Experience of working with CRM systems Experience working with IT systems including virtual conference and awards entries platforms Budget management
Knowledge	<ul style="list-style-type: none"> Understanding of the events industry and latest trends and developments, particularly relating to virtual and hybrid events. Appreciation of the role of project management and its importance in organisations 	<ul style="list-style-type: none"> Understanding of the work of a professional body/association Knowledge and understanding of themes related to the project management profession Event marketing Social Media management
Skills	<ul style="list-style-type: none"> Ability to work to goals and to meet deadlines Excellent organisational and planning skills Excellent negotiation skills Excellent teamwork skills Excellent stakeholder management skills Excellent listening and communication skills Excellent time management skills Financial awareness and commercial drive User level capability in web-based communications and database operations 	

Behaviour / competency	<ul style="list-style-type: none"> • Initiative and proactivity • Flexibility and resilience • Forward thinking • Detailed orientation • Pragmatism • Customer focus • Influence and persuasion • Interpersonal skills • Relationship building • Planning and organising • Results drive • Critical thinking and decision making • Learning and development drive • Warm and open 	
Other	<ul style="list-style-type: none"> • Current driving licence • Able to travel occasionally within the UK • Able to occasionally work in the evenings or weekends, in case of events 	