

Events Officer

Job purpose:

Reporting to the Events Manager and working as a key member of the events team within the Member Experience directorate. The Events Officer will be responsible for the organisation and execution of up to 50 events per year (face to face and online) with an average planning cycle of four months.

Key Accountabilities:

Working as part of the Events team to deliver a successful programme of member facing events, with a range of internal, leading on all aspects from event conception to delivery and evaluation.

Planning

- Managing the demands and competing deadlines for up to 50 events by prioritising and organising workload to ensure projects are achieved by the agreed deadline.
- Establish a timeline for each event and communicate with internal stakeholders in marketing, member engagement and commercial teams
- Setting up events on our registration platform and website
- Ensure the event webpage is correct and up to date.
- Liaise with 3rd party commercial partners and maximise their return on investment through successful event delivery
- Work closely with marketing and communications teams to create copy and ensure agreed timelines are adhered to.
- Use judgment and problem-solving skills to deal with issues/challenges that arise in the lead up to and on the day of an event.
- Working with volunteers and staff in other teams in developing the content and marketing for our events

Speaker management

- Communicate clearly and effectively with speakers in a timely manner.
- Plan and manage speaker practise sessions for online events.

- Offer guidance and support (including technical) to webinar speakers and chairs.

Logistics

- Ensure delegates and speakers have been provided with the correct and relevant event information.
- Answer ad-hoc queries in a timely manner.
- Setting up events on our registration and virtual events platform, Stova
- Online events - Manage the activity on the day for webinars with multiple speakers, sessions and up to 1000 participants.
- Online events - Edit and upload the audio recording onto the Law Society website.
- In-person events - Ensure the onsite suppliers and colleagues have all relevant logistical information, presentations, and speaker information as necessary.
- Create and report post event using delegate questionnaires and a debrief with stakeholders.

Financial management

- Manage financial aspects of all assigned events including making decisions on how and on what to spend money, budget creation, forecasting, accruals and reporting for all assigned events.
- Ensure all debt is collected prior to the event.

Online events

- Communicate and train the events team on changes to the online delivery platform.
- Work closely with 3rd party supplier of webinar technology to ensure successful delivery of webinars/online events.

Additional

- Proactively submit initiatives to improve and optimize processes in a time-effective manner.
- Cover webinars/virtual and in-person events as necessary, including those outside of business hours.
- Develop and implement guidelines and protocols for conducting events

<p>Knowledge, skills and experience</p> <p>Essential:</p> <ul style="list-style-type: none"> • Strong communicator with excellent interpersonal skills both in person and on the telephone. • Demonstrable persuading and influencing skills and the ability to use them on individuals at a variety of levels both internally and externally • Experienced at preparing both print and online marketing collateral • Familiar with the budgeting, forecasting and reporting process for events • Strong team player • Experience of working with CRM systems • Experience of delivering events through a webinar platform • Experience of all Microsoft Office packages - particularly MS Excel to an advanced level • Excellent attention to detail • Proven experience of using judgment and problem-solving skills to deal with issues/challenges that arise in the lead up to and while working onsite at an event or in a busy and pressurised environment. • Demonstrable ability to remain calm, focused and positive under pressure. 	<p>Planning & Organising</p> <p>Essential:</p> <ul style="list-style-type: none"> • Experience of organising events both face to face and in person • Proven track record of being solely responsible for delivering all aspects of an annual portfolio of events at a similar volume as the Law Society. • A person who is comfortable and flexible enough to juggle many projects simultaneously while demonstrating the ability to prioritise and meet deadlines
<p>Desirable:</p> <ul style="list-style-type: none"> • Experience of a similar not-for-profit professional association • Working knowledge of Stova • Experience of video recording/file editing 	

- Experience of Microsoft Dynamics 365

Dimensions

Operating environment

- Manage up to 50 member led events
- Collaborating with colleagues across the organisation, ensuring their engagement to achieve successful delivery

Financial responsibility

- Monitoring and recording event expenditure against set budgets

Creative Responsibility

- Leading a range of different event types, suggesting and implementing ideas to enhance the delegate experience
- Working with the marketing and communications team to improve audience engagement

Analytical Responsibility

- Monitoring event processes and delivery to offer new ways of working

Location

- At least two days a week in the Chancery Lane office

Organisation Chart

