Events Manager

Role description

For application details please see page 10. Deadline is 10am on Tuesday 12th April 2022.
Who we are

We are the Faculty of Sexual and Reproductive Healthcare (FSRH). We are the largest UK multidisciplinary membership organisation working at the heart of sexual and reproductive health (SRH), supporting 14,500 healthcare professionals to deliver high-quality care.

We offer:

- evidence-based clinical guidance and standards
- a range of qualifications, education and training in sexual and reproductive healthcare (SRH)
- membership benefits, including our BMJ SRH Journal; webinars and events
- a CSRH specialty programme that trains future consultants in SRH.

We provide an important voice for SRH professionals. We influence policy and public opinion working with national and local governments, MPs, commissioners, policymakers, the media, patient groups and other decision-makers. We have 28 staff and a commissioned Clinical Effectiveness Unit based in Edinburgh and an office in London Bridge. You can find out more at www.fsrh.org.

Are you experienced in running successful events, both online and face to face? Do you believe that high quality healthcare provision is a fundamental right?

We are recruiting a full-time Events Manager on a 9 month fixed term contract to cover a period of Maternity Leave from end April 2022.

With the support of an Events Officer, you will be responsible for one main annual conference and several hot topic events throughout the year. You will be required to run large events both online and face to face, liaising with organisations to produce joint conferences, sourcing speakers, running meetings, webinars and having presence at major sector exhibitions.

Working as part of a dynamic but small team, we are looking for an independent, creative and proactive individual, who is comfortable leading on the strategic development of the FSRH events and conferences programme (with the support of the Director of Membership and Marketing, Head of Business Development and Head of Marketing). As part of the Membership and Marketing team, who is responsible for all aspects membership recruitment, retention and engagement, including all administrative support to members, it is the role of the Events Manager to successfully engage with the wider membership, reach new audiences, and promote the work of the FSRH.

This job description and person specification is a statement of requirements of the job at the time of writing. It should not be seen as precluding future changes after appointment to this role. Last updated February 2022.
You will have demonstrable experience of using online tools and learning platforms to deliver events, able to work independently and have experience of managing staff, have a proven track record in building and developing long term relationships with a range of stakeholders, be a strong project manager, have experience of event marketing and its use to increase member engagement and ideally have an understanding of healthcare professionals and an interest in Sexual and Reproductive health.

We value diversity, promote equality and encourage applications from people of all backgrounds. Read on to find out more information about the role, benefits of working for us and how to apply.
Role overview

Job title
Events Manager (fixed term 9-month maternity cover)

Department
Membership and Marketing Team

Band
Band 4 (starting salary from £36,057 per annum + benefits)

Reports to
Head of Business Development, but works closely with the Director of Membership and Marketing

Liaises with
All Staff, stakeholder, members, venues and external speakers.

Hours/week
35 hours per week – happy to consider flexible working/ part time if appropriate

Location
The role is based in our London office, but staff are working remotely currently due to COVID-19. We are open to discussions around remote working but with many of the events hosted from the London office the ability to work from London on a regular basis is essential.

Dimensions and limits of authority
Oversee and manage event budgets with the support of the relevant department Heads, including budget setting, forecasting and reporting financial performance for events

Line management of an Events Officer, including performance management, training and development

Role responsibilities

Your role – managing a diverse portfolio of FSRH events

We currently produce one main annual conference per year along with several ‘Hot Topic’ events through the year, which are typically attended by approximately +1500 delegates in total. In addition to this, we work in partnership with a number of other organisations to produce joint conferences, as well as running a range of regional meetings, education and training events, policy events, webinars, and having a presence at major sector conference as exhibitors or speakers. This role will be responsible for managing all FSRH events listed above.

Event Management

- Leads overall planning and execution of all FSRH events (digital and in-person), including research, planning, programme design, topic selection and delivery, speaker and stakeholder liaison, speaker briefings, all conference logistics, and any post-event/conference activity with the support of content experts

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Establishes and tracks targets and KPI’s to improve event performance

Implements clear and consistent processes for online and offline bookings, ensuring that all data is captured and recorded on relevant platform(s)

As required, manage FSRH conference logistics on-site, or work with relevant staff members to ensure that they are fully briefed in managing on-site logistics

You may be required to attend exhibitions across the UK throughout the year with the Events Officer, providing an FSRH presence and information service at the exhibition stand, although the expectation is occasional rather than frequent in 2022

Leads on linkage of events activities with other Royal Colleges

Key stakeholder and third-party management

Management of the FSRH Events Committee, including leading and attending meetings, programme development, writing committee papers, taking action points and liaising with committee members/chairs

Manages new and established relationships with third parties in relation to conferences and events. This includes webinar suppliers, designers, printers, venue contacts, event management agencies

Leads formal tendering process for event suppliers, and engagement of external suppliers of events services (including digital technology services) as well as managing supplier contracts and performance evaluation

Works closely with all key departments to ensure speakers, delegates and sponsors are up-to-date and informed

Liaises with external suppliers to deliver bespoke event solutions

Contribute to strategy development

Supports the Director of Membership and Marketing and Head of Business Development to review the current position in relation to FSRH events, gather key stakeholder feedback, research opportunities and threats, and develop an events strategy which aligns with the wider FSRH business strategy and objectives

Leads development and implementation of a new Virtual events strategy and delivery model through the COVID-19 pandemic and adapts/expands the programme in the changing landscape

Proactively works with all teams and relevant clinicians to gain insight into the wider issues surrounding sexual and reproductive healthcare

Creates a comprehensive list of relevant speakers and topics, to identify gaps in knowledge and opportunities to change and develop conference programmes, and record on relevant digital platform(s)

Digital experience and knowledge

Keeps abreast of the latest digital innovations in relation to the delivery of events, ensuring that where possible and appropriate, the FSRH adopts a digital first approach when engaging with members and other key audiences

Selects and manages all technology and systems required to deliver remote/digital events, includes sourcing, selection, implementation, and management of FSRH
hosting and communications platforms (Teams, Zoom) as well as subscription management and linkage with external organisation systems where required

- Leads development, implementation and review of policies, processes, and procedures to enable remote / digital delivery of events
- Handles technical set up for events as well as providing technical support during events
- Leads the development and distribution of digital media to support event delivery, including handouts and supporting information and resources
- Oversees the recording, editing, preparation and distribution of event video materials, including preparing and uploading content to the FSRH Training Hub. Includes leading on development, implementation, and review of associated policies, including Events Video Content Access Policy
- Manages digital communications for online/remote events, including pre-event and post-event communications with delegates, speakers, and stakeholders, including responsibility for managing data security

Marketing and analytics / reporting

- Works closely with the Marketing and Digital teams, develop project timelines for events and conferences ensuring clear definitions of roles and responsibilities for delivery of projects and deadlines
- Works closely with the Marketing and Digital teams, ensure events are promoted and advertised through all relevant channels, all while ensuring that the messaging fits into the wider membership, marketing, and communications strategy
- Ensures that the faculty's website is kept up to date with all relevant event information
- Analyses feedback and event data to inform future events strategy

Advertising, promotion, and sponsorship

- Leads the event strategy and development for promotion and sponsorship, including researching opportunities for promotion at third party/stakeholder events, working closely with the relevant teams to identify target audiences and objectives for each event, ensuring that any learning outcomes align with the wider business strategy
- Grows the portfolio of FSRH sponsors and exhibitors - review all current FSRH sponsors and exhibitors and work with the relevant Staff/Officers to identify new leads for event sponsorship. Create and manage tailored packages for exhibitors / sponsors dependent on event demographic
- Account manages all relationships with sponsors and exhibitors to ensure that they see the value in working with the FSRH

Budget management

- Manages events budget and provide regular feedback to the Senior Management Team to ensure that all events are delivered to budget, and that all new budget requirements are factored into future plans
- Establishes and tracks targets, objectives and KPI's to improve event performance, including cost management, supplier negotiation, ROI and margins
Partnership working

- Establishes relationships with partnership organisations, and conference organisers, ensuring that we have a presence at all key SRH sector events and that relationships with potential event partners are identified and nurtured

General

- To feed into and support the improvement of processes and systems to support the continuous modernisation and digitisation of our events
- To stand in for members of the membership team/other Faculty staff as required

Person specification

<table>
<thead>
<tr>
<th>Qualifications and training</th>
<th>Essential / desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Educated to A Level standard or equivalent</td>
<td>• Essential</td>
</tr>
<tr>
<td>• Educated to Degree Level</td>
<td>• Desirable</td>
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<tr>
<td>• Professional event-management or marketing qualifications</td>
<td>• Desirable</td>
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</table>

<table>
<thead>
<tr>
<th>Previous experience</th>
<th>Essential / desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Demonstrable experience of using online tools and learning platforms to deliver events</td>
<td>• Essential</td>
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<td>• Demonstrable experience of working independently in a professional event environment, ideally within academia or a professional membership body</td>
<td>• Essential</td>
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<tr>
<td>• Experience of planning and implementing a programme of events</td>
<td>• Essential</td>
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<tr>
<td>• Experience of event and project management (including event format, content, speakers, booking venues, on-site logistics, event collateral, and on-the-day management)</td>
<td>• Essential</td>
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<td>• Understanding of running events for healthcare professionals</td>
<td>• Desirable</td>
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<td>• Experience of facilitating policy / parliamentary events</td>
<td>• Desirable</td>
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<tr>
<td>• Experience of event marketing and promotion to increase member / audience engagement</td>
<td>• Essential</td>
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<tr>
<td>• Experience of post-event analysis and follow up, audience engagement and reporting against KPIs</td>
<td>• Desirable</td>
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<tr>
<td>• Experience of updating websites</td>
<td>• Desirable</td>
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Key skills and attributes

- Excellent Microsoft Office skills
- Outstanding written communication skills
- Outstanding attention to detail
- Excellent organisational, prioritisation and time-management skills
- Creativity and clarity of vision
- Excellent cost negotiation skills, and the ability to derive value for money from contracts, venues and suppliers
- Interest in SRH

Competencies

**Attention to detail**: accomplishes tasks with thoroughness, accuracy and reliability

**Team working**: builds and develops appropriate relationships with colleagues and members at all level of seniority. Committed team player, with the ability to ‘step up’ as necessary.

**Adaptability/Flexibility**: maintains effectiveness in a changing environment. Able to be flexible in approach to work without losing sight of key objectives.

**Communication**: expresses ideas effectively and conveys information appropriately and accurately both verbally and in writing.

**Resilience**: maintains performance under pressure and / or opposition.

**Analysis/Reasoning**: examines data in order to grasp issues, draw conclusions and solve problems.

**Budget management**: ability to manage and work with budgets and to work within financial constraints. Able to manage/maximise financial opportunities that are presented.

**Staff management**: manages staff in ways that improve their ability and motivation to succeed in the job.

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Our values

We developed five values as part of our 2020-25 strategic plan, in collaboration with FSRH staff and our Officers. Our five values inform our work, culture and behaviour here at FSRH.

Our benefits

We offer a range of benefits at FSRH to support staff wellbeing, including:

• **Generous holiday entitlement**
  25 days pro-rata, with an additional 2 days leave after 2 years of service, and a further 3 days after 5 years.

• **Flexible working culture**
  We are open to flexible working. Our flexi-time policy helps you to balance your work and home life, with staggered start and finish times.

• **Pension and life assurance scheme**
  10% employer contribution / 5% employee contribution after successful completion of probation. This also includes access to life assurance at 4x annual salary and an income protection scheme.

• **Employee Assistance Programme (EAP)**
  Access to 24/7 confidential telephone counselling and advice on a wide range of work and personal issues to support your work-life balance.

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• **Employee discounts portal**
  Access to a range of discounts from brands including Apple, Sainsburys and The White Company, as well as independent shops.

• **Interest free season ticket travel loans**
  Available when buying a travel season ticket, deducted from your salary on a monthly basis.

• **Childcare vouchers**
  Enabling you to make savings on your nursery or childcare fees.

• **Enhanced maternity, paternity & adoption pay**
  Supporting you financially during this time in your life.

• **Free eye tests**
  We will reimburse you the cost of your annual eye test as well as the cost of basic glasses / contact lenses, if required for work use.

**Training and development**

We want our staff to feel invested in and have the time and space to grow, learn and develop in their roles. We provide a range of learning and development opportunities, from webinars and conferences to training sessions on specific topics.

**How to apply**

We value diversity, promote equality and encourage applications from people of all backgrounds. We are working hard to minimise unconscious bias and your application will be anonymised to support this.

To apply, please share your CV and a covering letter (no more than 2 pages) to isabellerowe@dittonhr.co.uk

Your cover letter should outline why you are applying for the role, and how you meet the person specification criteria.

Deadline for applications is at Tuesday 12th April at 10am.

Interviews will take place virtually on 19-20th April.