

Role Profile & Person Specification

Job Title:	Events Manager
Department:	Member Engagement
Location:	Home & Office (Hertford)
Role reports to:	Head of Membership & Engagement

Role Profile

Purpose of Role

This role focusses on supporting the member experience for different member communities within the membership family through organising online & live events, seminars and conferences relevant to the various audience types. There is a particular emphasis on managing our volunteers who make up the Member Association Network as part of this role who help deliver regional event coverage for our members as well as the IMI's Annual Dinner event.

Key Responsibilities:

Volunteer Management

- Undertake all performance management duties in line with IMI volunteer guidelines including physical visits to all MA regions
- Develop and maintain a motivated volunteer team ensuring all volunteers can act as ambassadors for the IMI
- Review and maintain the volunteer management framework and operating guidelines

Events planning, promotion & reporting

- Develop and implement an IMI Events Content plan and strategy
- Develop and grow the IMI's Event portfolio and offering
- Work with the Research and Insight Manager to ensure the IMI Events programmes match the needs of the members and the Industry
- Work with the marketing team to increased attendance and engagement of Events
- Be able to manage relationships with external suppliers & sponsors
- Manage the events budgets effectively ensuring the required amount of spend for each event
- Create detailed post event reports which includes internal and external feedback
- Content creation, including writing promotional emails, social media posts, blogs, case studies, newsletters for events coverage
- Ability to nurture events leads into delegates
- Create and implement solid event marketing plans to promote and grow the portfolio of IMI events
- Complete competition analysis and provide feedback to the IMI senior and executive team
- Work closely with the marketing team to deliver successful campaigns for events

Live Events

- Organise and deliver the IMI's calendar of live events ensuring that all live activity meets the required wider business objectives, events include:
- The IMI Dinner
- Trade shows
- Conferences (both live and online if applicable)
- Centre Network Meetings

- Member Events

Online Events

- Creating and delivering the online events programme including: webinars, podcasts & online conferences ensuring they adhere to the wider business objectives and feedback from the IMI Community.
- Find and engage with speakers, source topics and content needs from our members and staff
- Ensure the promotion and delivery of sponsored content
- Promote online event recordings ensuring they are accessible
- Formulates event budget plans for all events using appropriate cost controls, liaising closely with all relevant departments

Wider Management Function

- Contributing to the delivery of the wider IMI strategy
- Reports and manage risk in accordance with the IMI’s Risk Management Policy.
- Deputising for “Marketing & Communications” when required.
- Understand the IMI’s strategy and business objectives
- Complete other marketing tasks as and when required by the business

Business Reporting, Forecasting & Continuous Improvement

- Adhere to required performance reporting requirements as directed by the business.
- Ensure appropriate data analysis tools and processes are in place to deliver reporting requirements
- Contribute to the improvement of data collection, quality, management and usage.
- Interrogate data to identify trends, opportunities and improvements to on-line events or community services
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Key Performance Indicators:

- Project delivery milestones
- Number of outcomes with a positive impact

Key Relationships:

- Line manager
- The IMI member network
- Marketing and communications team

Job Context:

The job-holder reports to **Head of Member Engagement**

Authority Level:

Financial:

Manage and monitor income and expenditure budgets assigned by the Head of Member Engagement

Operational:

Makes decisions in consultation with the Head of Member Engagement
 Appoints external suppliers in consultation with Head of Member Engagement
 Job-holder has autonomy to make decisions relating to normal operating processes and policies

Person Specification

Essential Knowledge & Experience

- Experience in delivering both online, live & hybrid events
- Research and action planning experience with a proven ability to investigate, evaluate and analyse information to produce actionable insight to agreed deadlines

- Clear drive to exceed KPIs and deliver consistent revenue growth through identifying new opportunities to commercialise membership
- Excellent interpersonal skills, able to proactively network across functions and influence at all levels
- Great negotiation and collaboration skills
- Member and sector focussed; understands the needs of members and people in automotive, responds promptly and ensures the end-user is at the forefront of their thinking
- Ability to multitask with good time management
- I.T. / systems literacy
- A track record of managing events, shows and conferences
- Good understanding of content creation and implementation
- Marketing campaign planning using the full marketing mix

Desirable Knowledge & Experience

- Automotive sector
- Membership bodies

Required Competencies

- A skilful verbal and written communicator, with the tact and assertiveness necessary to engage, support and brief internal and external stakeholders
- Attention to detail, logical and able to plan/schedule
- Highly organised with the ability to deal with multiple projects on an on-going basis and meet deadlines
- An enthusiastic and proactive person who can work alone on own initiative, but also within a busy team and under pressure of tight deadlines

Essential Qualifications:

- Events Management or equivalent at level 3 or above

Desirable Qualifications:

- Marketing qualification or equivalent at level 3 or above

Other Requirements

- [Hertfordshire head office/Home] based
- Full time, with flexibility required to accommodate regular event attendance
- Able to travel extensively, sometimes overnight (UK and overseas) as required
- To undertake other tasks to support the business as required
- On occasions complete tasks outside of this job specification