

# Job Description

<b>Job Title:</b>	<b>Events &amp; Community Manager (West Midlands)</b>
<b>Responsible to:</b>	<b>Regional Director</b>
<b>Job Purpose:</b>	To be a key contact of the IoD in the West Midlands, supporting local Members, managing the operations of the office and delivering regional events. To help retain existing members and grow our local membership, promoting the IoD services and benefits. To promote our Professional Development courses and support the running of these in the region. To create and manage regional events that will engage and inspire, increase senior level learning and development opportunities and encourage more collaboration between our members
<b>Key objectives/ responsibilities:</b>	<p><b>Membership support</b></p> <ul style="list-style-type: none"> <li>• This role is the key focal point for our community of members and will involve dealing with queries, invoicing, communications and liaising with our colleagues at HQ.</li> <li>• Responsible for the CRM system and a variety of communications tools, designed to aid retention of membership and improve the ‘community feel’.</li> <li>• You will communicate daily with members and potential members, establishing personal relationships to recruit or retain members and add value to the membership proposition.</li> <li>• The role involves regular face to face meetings and some public speaking.</li> </ul> <p><b>Event Management</b></p> <ul style="list-style-type: none"> <li>• Work with the RD and Chairs to create an annual event framework and content strategy for the West Midlands in line with regional priorities and national themes</li> <li>• To support RD in securing sponsorship packages from local sources or IoD commercial function</li> <li>• Agree event briefs, Comms plans and budgets for all key events run in the region with RD and, on occasion, HQ</li> <li>• Ensuring events are well publicised, have a high level of attendance and make profit.</li> <li>• Liaise with venue and other event suppliers to ensure a smooth delivery of each event including close on the day supervision.</li> <li>• Organise the preparation, collation and distribution of Event Mailings, Delegate Information, Delegate Packs and Speaker Presentations.</li> <li>• Manage day to day any Event Administration Support</li> <li>• Work with RD to expand and develop the event and activity programme to develop additional income streams</li> <li>• Deliver a content strategy for the West Mids region, supporting the effective engagement of an eclectic group of members and non-members.</li> </ul> <p><b>Marketing and Communications</b></p> <ul style="list-style-type: none"> <li>• Working with the RD and IoD Marketing team to deliver Comms Plan for the region including promotion of all events, member products and policy news</li> <li>• Coordinate the schedule and production of the West Mids E-Bulletins including, where relevant, managing the relationship with designer, commission of articles, events listings and initial proofing and the provision of mailing data.</li> <li>• Manage the content of the regional website and IoD West Mids magazine, ensuring content is relevant, up to date, accurate and proof read.</li> <li>• Liaise with IoD PR/Marketing teams to ensure they are delivering as per the comms plan</li> <li>• Work with the RD and HQ to develop the Social Media Strategy and manage the IoD Social Media Profile for the region</li> </ul> <p><b>Professional development Support</b></p> <ul style="list-style-type: none"> <li>• To promote the IoD agenda of continual professional and personal development, via the Digital Academy and training courses</li> </ul>

	<ul style="list-style-type: none"> <li>To support all PD courses that take place in Birmingham, ensuring a smooth delivery and both client and leader satisfaction</li> <li>To promote the Chartered Director programme</li> </ul> <p><b>Operational Management</b></p> <ul style="list-style-type: none"> <li>Work with the RD, local team and volunteers and colleagues at HQ to ensure priorities are met and finances run efficiently</li> </ul> <p><b>Office Management and local HR/Admin support</b></p> <ul style="list-style-type: none"> <li>Carry out administrative roles and ensure the smooth running of the office</li> <li>Ensure all office equipment is maintained and serviced appropriate, liaising with IoD IT department as required</li> <li>Respond to information requests and queries from members and potential members, along with all general incoming enquiries</li> <li>Accurately draft and construct letters and e-mails</li> <li>Organise schedule of regional committee meetings, steering groups or working parties, creating and distributing the agenda and following up on minutes and action points.</li> <li>Attend Committee Meetings where appropriate and produce minutes or action lists as requested and ensure a full knowledge and sound working relationship with both the people and events involved.</li> <li>Maintain a close working relationship with our suppliers and all relevant departments within IoD HQ</li> <li>Attend meetings with the RD and Chairs as and when required.</li> <li>Monitor all Health and Safety, Risk Management and Fire Procedures and report any issues to the RD</li> <li>Ensure all records relating to staff which are required to be kept locally are updated and complete</li> <li>Assist the RD in preparation of team appraisals and PDPs for the team</li> <li>Understand and adhere to all processes regarding GDPR</li> </ul> <p><b>Financial Management</b></p> <ul style="list-style-type: none"> <li>Liaise regularly with IoD Finance Department</li> <li>Maintain local financial records and arrange authorisation and payment of invoices, handle banking and merchant services etc.</li> <li>Ensure there is an appropriate credit control process in place and that outstanding payments are collected on time.</li> </ul>
<b>Key Relationships:</b>	<ul style="list-style-type: none"> <li>Current and potential members</li> <li>Regional, events and Member focused London teams</li> <li>Regional Directors and Regional teams</li> </ul>
<b>Hours:</b>	35 hours per week, with 'out of office' hours to cover breakfast and evening events.
<b>Location:</b>	The post will be based at the IoD office in Birmingham with travel across the region and to HQ.

# Person Specification

<p><b>Key Personal Attributes</b></p>	<p>This is a big role that requires an individual who is disciplined and well organised, but is able to flex and adapt as no two days will be the same. They will need to be a strong communicator who can liaise with senior business leaders, entrepreneurs, suppliers and colleagues, with a desire to do a great job. As well as this, key attributes include:</p> <p><b>Client Focus</b></p> <ul style="list-style-type: none"> <li>• A track record of customer service</li> <li>• The ability to interact effectively with high level clients and colleagues</li> <li>• A friendly and helpful manner with a proven ability to identify and resolve problems</li> </ul> <p><b>Product knowledge</b></p> <ul style="list-style-type: none"> <li>• An interest in and understanding of professional development</li> <li>• The ability to explain IoD benefits, qualifications, assessment and examinations process</li> </ul> <p><b>Professionalism</b></p> <ul style="list-style-type: none"> <li>• Graduate level ability</li> <li>• Able to plan ahead and meet deadlines</li> <li>• Act with honesty and integrity at all times with all internal and external relationships</li> </ul> <p><b>Working Relationships</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain effective relationships with key contacts and clients</li> <li>• Represent the IoD in forums with other Institutes, business groups, HE/FE institutions</li> </ul> <p><b>Values, Beliefs and Attitudes</b></p> <ul style="list-style-type: none"> <li>• Demonstrate behaviour in accordance with the IoD's key values</li> <li>• A sense of humour and ability to build long term relationships</li> <li>• Resilience and a positive attitude when under pressure and during periods of change</li> <li>• Willing and open to learning new things.</li> </ul> <p><b>High Performance Focus</b></p> <ul style="list-style-type: none"> <li>• Passionate about working within a high performance culture and delivering the best possible service and focussing on continual improvement.</li> </ul>
<p><b>Qualifications/ Experience:</b></p>	<ul style="list-style-type: none"> <li>• Previous event management &amp; content generation experience</li> <li>• Proven track record of sales and income generation</li> <li>• A high level of literacy, with experience of writing articles and press releases</li> </ul>
<p><b>Knowledge/ Skills:</b></p>	<ul style="list-style-type: none"> <li>• A 'Can do' attitude, coupled with an ability to problem solve</li> <li>• Organisational skills with an ability to co-ordinate several projects at once</li> <li>• A sound understanding of financial processes and record keeping</li> <li>• A good technical knowledge of how best to use social media</li> <li>• IT competence with a good understanding of office administration</li> <li>• Good knowledge of the region, its events, civic and business structures</li> <li>• The ability to work with senior decision-makers and their organisations</li> <li>• Tenacity to see all projects through to completion.</li> <li>• IoD West Midlands covers a lot of territory, so a current driving licence and access to a car is preferred as local travel will be required.</li> </ul>