



Royal College of Anaesthetists

## Education and Event Assistant

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Directorate: Education, Training and Examinations

Reports to: Event Manager

Grade: 7

### 1.1 Job purpose

The purpose of this role is to be part of and provide all round administrative support for the team delivering the College's education and events strategy.

The main area of work for this role is to be the point of contact and to deliver an excellent customer experience for event delegates throughout the event process. This will require the development of in-depth knowledge of College event processes and systems as well as delivering continuous improvement in these areas.

In addition, this role will assist the Education and Events Team, in the delivery of tasks related to the day-to-day running of a portfolio of over 70 events a year, including event marketing, logistics and administration.

### 1.2 Key tasks and responsibilities

#### Customer Service

- Handling customer enquiries via email and over the phone for all events; ensuring delegate queries are handled professionally, politely, accurately and in a timely manner
- Maintaining all aspects of the customer online event booking process. This includes making sure the end-to-end process is as smooth as possible and that delegates receive the right information at the right time e.g. email confirmations, receipts and event information
- Updating event records when informed of any changes to the information held using the College CRM
- Attending events and assisting with the setup, greeting and registration of participants, directing delegates, handling of microphones and pack down
- Acting in a polite and helpful manner at events, especially when liaising with speakers or delegates
- Being the voice of the member / delegate in team meetings

#### Event Administration

- Providing general administration support to the College Education and Events Team
- Conducting accurate, detailed preparation of event specific material and documentation required in line with the College's standard processes and timelines e.g. event sign in sheets, name badges, speaker bios etc.
- Providing a complete event booking and administration service for other departments in the College
- Supporting Event Coordinators and Event Planners in sourcing and researching venues and materials needed to run events programme
- Tidying and monitoring the events file store to ensure ease of use and GDPR compliance

#### Event Marketing

- Supporting the successful promotion and marketing of College events to specified target audiences to promote ticket sales. This includes preparing email marketing, updating the College website, data management, social media as well as suggesting and evaluating new marketing channels
- Being proactive in the acquisition of accurate event participant data from internal or external stakeholders for use in the promotion of events in line with the College's Data Protection policy
- Ensuring all College events are added to external event calendars across the industry
- Supporting the creation of printed materials needed for events; copy checking brochures, order forms, emails etc. on an ad hoc basis prior to being published
- Ensuring the web and intranet presence of the Events Team is up to date, engaging and accurate; placing events on the website and social media sites
- Maintaining asset management, budget and/or financial understanding and responsibility

#### Event Logistics

- Supporting the team with delivering events either online or face to face
- Supporting the Colleges webinars and taking a lead role in the delivery of webinars when required
- Demonstrating a confident presence at events and ensuring the team are supported

#### Event Reporting

- Updating delegate number reports on a weekly basis; supporting the collation of event feedback using survey monkey
- Supporting the Event Coordinators and Event Planners in the financial management and reporting of events including the processing of speaker expenses and reporting delegate income

#### Other Duties

- Working away from home on occasion to support event managers delivering events
- Any other administrative tasks needed to support the team
- Video editing post event/webinar to support the team

### **1.3 Qualifications, skills, knowledge and experience**

- Experience in a customer service role, especially in dealing with difficult queries or situations
- Confident and accurate communication; both oral and written
- Ability to manage time, including being able to work to deadlines
- Excellent IT skills including Microsoft Office, databases, online content and social media
- Proactive, calm, confident, articulate and professional approach to work
- High level attention to detail and a hardworking, organised approach
- Proven team player who demonstrates a willingness to share best practice with an ability to communicate positively and effectively with colleagues
- Reliable and trustworthy with a constructive attitude to problem solving
- Results orientated, likes challenges and delivering work in new areas
- Experience of organising and maintaining accurate records in a database / inbox
- Commitment to quality service and best practice in all aspects of role delivery
- Experience of being self-motivated whilst successfully working under pressure on more than one project at once
- Flexible attitude, adaptable to changing team priorities

Desirable:

- Evidence of successful working experience in a comparable event environment
- Previous knowledge of marketing for promoting and selling event places
- Knowledge of event registration systems, particularly EventsForce
- Understanding of membership and/or medical organisations

## 1.4 Core Competencies

These competencies will help you understand and deliver the high performance required for this role at the College. These performance standards and behaviours will be assessed during the interview process and developed through the appraisal process.

<b>VALUE:</b>	EXPERT
<b>COMPETENCY:</b>	Empathy with the College and its business
<b>DESCRIPTION:</b>	Understands the fundamentals of what the College does, its mission, vision, values and culture. Uses this information to grow and develop the College and its people

<b>Support &amp; Delivery</b>
<ul style="list-style-type: none"><li>• Applies knowledge of business to day-to-day activities</li><li>• Understands team function and how it fits in overall College</li><li>• Develops a team spirit</li><li>• Applies a "can do" approach</li><li>• Understands impact of own role on wider College functions (and vice versa)</li></ul>
<b>Management</b>
<ul style="list-style-type: none"><li>• Applies their professional expertise to the College</li><li>• Thinks commercially</li><li>• Acts as a College ambassador</li><li>• Delegates fully and effectively</li><li>• Develops, motivates and engages teams and individuals</li><li>• Plans resources effectively</li><li>• Leads by example</li></ul>
<b>Strategic Leadership</b>
<ul style="list-style-type: none"><li>• Champions key direction and strategy</li><li>• Encourages and demonstrates entrepreneurialism and cross-College working</li><li>• Encourages a high-performance culture</li><li>• Understands impact of external changes on the College</li></ul>

<b>VALUE:</b>	INCLUSIVE
<b>COMPETENCY:</b>	Collaboration and Communication
<b>DESCRIPTION:</b>	Works collaboratively and co-operatively with colleagues to get the job done and responds positively to change. Communicates widely and effectively. Appreciates diversity and equal opportunities for all.

<b>Support &amp; Delivery</b>
<ul style="list-style-type: none"><li>• Is a team player, open to others' views</li><li>• Adapts communication style to situation</li><li>• Keeps others informed and updated</li><li>• Willing to give and receive feedback</li><li>• Listens and responds effectively</li><li>• Values different perspectives</li></ul>

Management
<ul style="list-style-type: none"> <li>Communicates effectively and openly, ensuring key messages are cascaded and everyone's views are heard</li> <li>Works with peers to influence effectively and consistently</li> <li>Deals with conflict between individuals and teams</li> <li>Works with partners to enhance the reputation of the College</li> <li>Ensures transparency and credibility</li> <li>Networks appropriately</li> <li>Ensures and enables an inclusive culture</li> </ul>
Strategic Leadership
<ul style="list-style-type: none"> <li>Articulates a shared vision</li> <li>Presents in an engaging manner</li> <li>Ensures conflict and risk is mitigated</li> <li>Champions diversity and values</li> </ul>

**VALUE:** POSITIVE  
**COMPETENCY:** Customer Focus  
**DESCRIPTION:** Builds relationships with customers by understanding, anticipating and responding to their needs. Takes responsibility to complete work in order to exceed expectations.

Support & Delivery
<ul style="list-style-type: none"> <li>Answers phones in a timely way</li> <li>Understands customer needs, stresses and pressures</li> <li>Understands impact of own actions</li> <li>Manages own time</li> <li>Meets and exceeds targets</li> <li>Does what they say they'll do</li> <li>Makes recommendations for improvements</li> </ul>
Management
<ul style="list-style-type: none"> <li>Future-proofs</li> <li>Builds relationships</li> <li>Equips others to deal with customers</li> <li>Sets targets, ensuring they are met</li> <li>Ensures customer is aware of relevant College services and products</li> <li>Uses knowledge and expertise to ensure customer satisfaction</li> <li>Plans for the future to improve services</li> </ul>
Strategic Leadership
<ul style="list-style-type: none"> <li>Knows competitors</li> <li>Addresses external conflict</li> <li>Focusses on the long-term</li> <li>Is aware of changes and impact on others</li> <li>Overcomes barriers to improvement</li> <li>Manages risk</li> </ul>

**VALUE:** FORWARD-THINKING  
**COMPETENCY:** Conceptual Flexibility  
**DESCRIPTION:** Takes the initiative and thinks flexibly and innovatively in order to propose solutions and deal with ambiguity. Builds trust and credibility through self-awareness.

Support & Delivery
<ul style="list-style-type: none"> <li>Acknowledges success and failure and learns from them</li> </ul>

- Works on own initiative and finds better ways of doing things
- Acknowledges problems and suggests solutions
- Remains open-minded
- Adjusts to changing needs
- Is aware of self and others
- Contributes and adds value to operational plans

#### **Management**

- Encourages others to find solutions
- Creates an open forum for innovation
- Implements operational plans and manages risks
- Realises when things are going wrong and fixes them
- Maintains personal credibility

#### **Strategic Leadership**

- Approaches issues with fluidity and flexibility
- Makes improvements at a corporate level
- Implements solutions at a strategic level
- Welcomes innovation from colleagues and empowers them
- Challenges the status quo

**VALUE:** AMBITIOUS  
**COMPETENCY:** Shared Vision  
**DESCRIPTION:** Acts quickly and decisively, seizing opportunities and adding value.

#### **Support & Delivery**

- Sets personal objectives which meet operational and strategic plans
- Adapts to changing priorities
- Analyses problems and resolves them
- Understands the impact of operational plans on own role
- Deals with colleagues fairly and consistently
- Keeps focused in the light of changing priorities
- Sets high personal standards

#### **Management**

- Puts operational plans into action
- Isn't afraid to make decisions
- Ensures right people, right time, right place
- Identifies new opportunities

#### **Strategic Leadership**

- Defines corporate vision and values
- Handles all matters with sensitivity
- Scans the horizon
- Develops strategy, taking into account all external drivers

Signature: .....

Name: .....

Date: .....