



Royal College of Anaesthetists

Event Planner

Directorate: Education, Training and Examinations

Reports to: Event Manager

Grade: 6

1.1 Job purpose

The Event Planner will be responsible for the management and delivery of a portfolio of face to face and virtual events and projects as part of the College's education and simulation functions. The Event Planner will work as a collaborative team player delivering an informative and exciting programme that educates Anaesthetists at every stage of their career.

1.2 Key tasks and responsibilities

Event Logistics

- Be lead coordinator and project manager with overall responsibility for a series of allocated events from the College education programme
- Deliver events either online or face to face
- Manage, design and produce event programmes in liaison with Clinical Content Leads, Senior Clinicians and Council Members
- Source, scope and book suitable locations and venues within a pre-agreed budget. Co-ordinate all venue related elements including catering, meeting space and audio visual
- Manage cost effective, on budget, external supplier contracts to deliver successful events
- Represent the College on-site at national and regional meetings, events and conferences, taking full responsibility for the end-to-end management and smooth running of the events
- Create a strong presence at the event, ensuring, speakers and delegates are fully supported
- Coordinate staff as required when running and overseeing events
- Work collaboratively with the education and events team and other departments across the organisation
- Give pre-event technical support to speakers, chairs, and clinicians, including problem solving if required
- Provide technical support for on the day of the event, ensuring that the technical set up is to a high standard, managing break-out sessions for workshops and smaller events if required
- Ensure event content is recorded and delivering video editing of events/webinar recordings pre and post event as required
- Ensure that event materials are managed effectively and safely and, if applicable are returned in a timely manner to their designated storage locations
- Manage all health and safety risks for each event and ensure regular risk assessments are undertaken to mitigate potential risks
- Liaise with sponsors to ensure their logistics and packages are delivered at events

Event Marketing

- Liaise with the Membership Engagement and Communications teams to ensure events are promoted to the widest possible audience to reach the budgeted attendance
- Produce comprehensive marketing plans for each event outlining messages, audiences and the channels to be used on agreed timescales
- Prepare marketing copy for email, website and print marketing
- Coordinate with Clinical Content Leads to ensure marketing materials are accurate and channels and networks available to them are utilised
- Publicise events using social media in an interactive and informative way
- Ensure up to date event content is on the College website and any marketing materials are accurate and updated on a regular basis

Event Administration

- Provide full support and project coordination for Clinical Content Leads, speakers and/or teaching faculty, Senior Clinicians, and Council Members, specifically in the provision of documentation, audio visual aids and other requirements, including accommodation and travel as required
- Prepare event specific material and documentation required in line with the College's standard processes and timelines
- Maintain accurate event delegate and speaker records using the College CRM and Event registration system
- Deliver a professional, relevant and streamlined service for event participants in line with the College's standard processes
- Ensure events are CPD accredited and online course materials are available including video, course materials and links to online resources including eLearning anaesthesia
- Gather and evaluating post event feedback, producing reports with recommendations for future event innovation
- Manage specific event budgets ensuring costs are kept within agreed limits and income is on track to hit target
- Ensure all invoices and expense claims are processed in a timely and accurate manner

Event Development

- Support the development and innovation of event materials, specific events and event processes across the team

Project Management and Collaborative Working

- Take overall responsibility for the delivery of all events, courses and projects within a designated portfolio throughout the year
- Provide secretariat support to committees and faculty involved in the design and development of events, conferences and courses
- Develop effective working relationships with internal and external stakeholders including Senior Clinicians and Council Members
- Be responsible for monitoring feedback from projects, events and procedures to ensure they are suitable for a range of stakeholders
- Provide input and support to the events and education team in the delivery of the annual operational plan and organisational strategy

Other Duties

- Deputise for members of the education and events team as and when required
- Represent the College at external meetings, occasional travel and overnight stay outside London may be required
- Ensure regulatory compliance, of all education resources used
- Carry out any other duties that might be reasonably required

1.3 Qualifications, skills, knowledge and experience

- Experience of running online events and webinars
- Experience of event budget management and delivering set targets
- Successful experience in a comparable events environment
- Experience of being self-motivated whilst successfully working under pressure on more than one project at once
- Excellent communication skills; both oral and written
- Proven event logistics and administration skills
- Ability to manage time, including being able to work to deadlines
- Excellent IT skills including Microsoft Office, databases, online content (including video editing) and social media
- Skilled event marketer with knowledge of the marketing world
- Proactive, calm, confident, articulate and professional approach to work
- Excellent attention to detail and a hardworking, organised approach
- Proven team player who demonstrates a willingness to share information with an ability to communicate positively and effectively with colleagues
- Reliable and trustworthy with a constructive attitude to problem solving
- Results orientated and likes challenges and delivering work in new areas
- Keen to grow expertise and experience
- Commitment to quality service and best practice in all aspects of programme delivery

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.

VALUE:	EXPERT
COMPETENCY:	Empathy with the College and its business
DESCRIPTION:	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

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

VALUE:	INCLUSIVE
COMPETENCY:	Collaboration and Communication
DESCRIPTION:	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.

Support & Delivery
<ul style="list-style-type: none"> • Is a team player, open to others' views • Adapts communication style to situation • Keeps others informed and updated • Willing to give and receive feedback • Listens and responds effectively • Values different perspectives
Management
<ul style="list-style-type: none"> • Communicates effectively and openly, ensuring key messages are cascaded and everyone's views are heard • Works with peers to influence effectively and consistently • Deals with conflict between individuals and teams • Works with partners to enhance the reputation of the College • Ensures transparency and credibility • Networks appropriately • Ensures and enables an inclusive culture
Strategic Leadership
<ul style="list-style-type: none"> • Articulates a shared vision • Presents in an engaging manner • Ensures conflict and risk is mitigated • Champions diversity and values

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

- Is aware of changes and impact on others
- Overcomes barriers to improvement
- Manages risk

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

- Acknowledges success and failure and learns from them
- 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: