



Royal College of Anaesthetists

## Conference and Events Assistant

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Directorate: Membership, Media and Development

Reports to: Senior Conference, Event and Partnerships Manager

Band: A

### 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

- Handle customer enquiries via email and over the phone for all events; ensuring delegate queries are handled professionally, politely, accurately and in a timely manner
- Maintain 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
- Update event records when informed of any changes to the information held using the College CRM
- Act in a polite and helpful manner at events, especially when liaising with speakers or delegates
- Be the voice of the member / delegate in team meetings

#### Event Administration

- Provide general administration support to the Education and Events Team
- Conduct 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.
- Provide a complete event booking and administration service for other teams in the College
- Support the Conference, Event and Partnerships Managers in sourcing and researching venues and materials needed to run events programme
- Tidy and monitor the events file store to ensure ease of use and GDPR compliance

#### Event Marketing

- Support 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
- Be 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
- Ensure all College events are added to external event calendars across the industry
- Support the creation of required event materials, including; copy checking brochures, construction of emails and flyers on an ad hoc basis prior to being published
- Ensure the web and intranet presence of the Education and Events Team is up to date, engaging and accurate; placing events on the website and social media sites
- Maintain asset management and manage event stock

#### Event Logistics

- Support the team with delivering events, either online or face to face
- Support the College's webinars and take a lead role in the delivery of webinars, when required
- Provide video editing of events / webinar recordings pre and post event
- Attend events and assist with the setup, greeting and registration of participants, directing delegates, handling of microphones and pack down
- Demonstrate a confident presence at events and ensure the team are supported

#### Event Reporting

- Update delegate number reports on a weekly basis; supporting the collation and management of event feedback
- Support the Conference, Event and Partnerships Managers in the financial management and reporting of events including the processing of speaker expenses and reporting delegate income
- Coordinate the distribution of iPOS tasks

#### Other Duties

- Work away from home on occasion to support the delivery of events
- Any other administrative tasks needed 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
- Experience of organising and maintaining accurate records in a database / inbox
- Experience of being self-motivated whilst successfully working under pressure on more than one project at once
- 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 (including video editing) 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
- Commitment to quality service and best practice in all aspects of role delivery

Signature: .....

Name: .....

Date: .....