



Royal College of Anaesthetists

Conference, Event and Partnerships Manager

Directorate: Membership, Media and Development

Reports to: Senior Conference, Event and Partnerships Manager

Band: B

1.1 Job purpose

This role is responsible for the management and delivery of a portfolio of face to face and online conferences and events as part of the College's education, events and simulation functions.

In addition, this role is responsible for individual time limited projects or equipment required to deliver innovation and modernisation across team processes, events programmes and education delivery.

This role works 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

- 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, and coordinate 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 employees as required when running and overseeing events
- Work collaboratively with the Education and Events Team, and other teams across the College
- Give pre-event technical support to speakers, chairs and clinicians, including problem solving if required
- Provide technical support 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 deliver 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
- Ensure events are supplied with the relevant equipment, ensure appropriate stock and highlight issues to the Senior Conference, Event and Partnership Manager when necessary
- Where necessary, work with Clinical Content Leads to ensure they are familiar with College equipment and have appropriate supplies for events, providing set up when required
- Ensure all equipment required is stored and catalogued correctly for use by all team members
- Undertake procurement of new equipment within College financial regulations and create business plans as necessary
- Maintain and develop relationships with equipment suppliers

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
- Publish 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
- Support the Senior Conference, Event and Partnership Manager, when required, in proof reading and approval of event marketing materials and websites

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 evaluate 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
- Support the Senior Conference, Event and Partnership Manager in driving continuous improvement of event administration processes, to provide the best customer service for our members in the most efficient way
- Support the Senior Conference, Event and Partnership Manager by checking the event registration system is set up correctly, cross checking for accuracy before making registration live

Event Development

- Support the development and innovation of event materials, specific events and event processes across the team
- Ensure events are built with opportunities available for partnerships with commercial and non-commercial organisations
- Manage the delivery of all the aspects of commercial and non-commercial partnerships related to events assigned to you
- Encourage Clinical Content Leads to embrace commercial and non-commercial partnerships and leverage any contacts they have

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
- Monitor feedback from projects, events and procedures to ensure they are suitable for a range of stakeholders
- Provide input and support to the Education and Events Teams in the delivery of the annual operational plan and organisational strategy
- Develop in collaboration with the Senior Conference, Event and Partnership Manager, individual project scopes, business cases and objectives
- Coordinate internal and external resources including third parties and vendors to deliver projects on time, within scope and on budget, using detailed project plans to track progress
- Create and maintain comprehensive project documentation
- Ensure new working as a result of individual projects is embedded and implemented across the team and College, including arranging training when required

Other Duties

- Deputise for members of the Education and Events Team as and when required
- Provide deputy cover for the Senior Conference, Event and Partnerships Manager, 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

- Successful experience in a comparable events environment

- Experience of running online events and webinars
- Experience of event budget management and delivering set targets
- Experience of being self-motivated whilst successfully working under pressure on more than one project at once
- Experience in leading projects from conception to completion
- Excellent communication skills, both written and verbal
- Proven event logistics and administration skills
- Ability to manage time, including being able to work to deadlines
- Skilled event marketer with knowledge of the marketing world
- Pro-active, calm, confident, articulate and professional approach to work
- Excellent attention to detail
- 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
- Ability to deliver projects efficiently on time and on budget
- Excellent IT skills including Microsoft Office, databases, online content (including video editing) and social media

Signature:

Name:

Date: