**EVENTS COORDINATOR**

**JOB PURPOSE**

As Events Coordinator, you will be responsible for project management of the Local Partnerships events programme including attendance at third party (external) conferences, awards; Local Partnerships own event series including webinars and in-person presentations; and staff events including all team meetings and the annual away day.

The role will require exceptional communication skills, both in person and on digital channels as you work in close collaboration with the Marcomms team, internal stakeholders, external suppliers, and event partners.

The result will be a step change improvement in the quality, reach, and impact of all event activity. You’ll bring extra capacity, passion, and project management to a very busy team. You will be highly organised, have a keen eye for detail and the ‘go-to’ person for all Local Partnerships event details. You’ll be a joined-up thinker, between in-person to virtual events to digital communication channels and be acutely aware of how they affect each other.

**PRINCIPAL ACTIVITIES**

**Strategic planning**

* Working with the Communications Director, produce an annual events plan including recommendations on external events to attend and calendar of internal events.
* The events plan should highlight how external events will secure target audience engagement that supports Local Partnerships and the Business Unit strategic priorities. For each external event, plans should include detail on spend required e.g. on size of event stand; tactics to promote attendance including Local Partnerships and partner marketing activity.
* For internal events, the events plan should include a schedule of activity and tactics to promote engagement and attendance.
* The plan must include key performance indicators by event and for the full year of activity. This should include, for example, target attendance; interaction with content; guest feedback; digital platform statistics (tweets and online engagement/reach at an event); newsletter sign ups and an increased number of enquiries, online followers and resource downloads to Local Partnerships as a result. Metrics should be developed with the support of the MarComms team and benchmark to previous years’ data in order to track improvement.
* Complete regular industry research to benchmark the Local Partnerships approach to events. Use insight to identify potential innovations for example, in venue, event concept or theme that could improve engagement.

**Produce and maintain the Local Partnerships’ event calendar**

* Liaise with in-house stakeholders and complete sector research to maintain a longlist of third party (external) events, conferences and awards attended by target audiences relevant to Local Partnerships’ strategic priorities and to its business units (Climate, Commercial and Place). This should reflect the annual events plan and be based on audience insight from the Local Partnerships Business and Communications Plans.
* Produce and regularly update a digital calendar of internal events including Staff Away Days, Board meetings etc.
* Regularly update SharePoint and the website as a means of internal and external communications for events
* Combine the external and internal event calendars to develop an integrated Local Partnerships annual events calendar. Share regularly with the organisation to improve planning, engagement, and attendance of internal and external events.

**Event design and implementation**

* Using the agreed event plan, including external and internal events, determine resource available for event design (budget and team time).
* Within resource available and to agreed timescales, create compelling event concepts with supporting content that will engage target audiences (internal or external, digital or in-person).
* Share event concepts with internal stakeholders to gain feedback then approval for event concepts. This could be for either online or in person events.
* Based on concepts, invite then secure internal or external speakers, and produce any content required such as speaker notes, presentations, or other session content.
* Help amend, design and create PowerPoint presentations by working with business unit experts and the Marcomms team.
* Support event merchandise and signage creation, by working with business unit experts, the Marcomms team, external graphic designer or external suppliers. All materials must be produced to Local Partnerships brand guidelines, within budget, and could include e.g. event dressing, handouts, video, or presentations etc.
* Manage event invitations so that every internal or external event is well attended by guests relevant to the organisation’s strategic priorities. This includes helping to manage and create the production of any invitation artwork, production of target attendee lists, distribution of invitation and, as required, promotion via Local Partnerships marketing channels.
* Oversee all event logistics including attending some in person events and all online events. For in person events, logistics would include venue setup, signage, AV and, as required, attendee registration. For online events, this would include set up of webinar platform, facilitating audience registration/sign in and technical support during the event.
* At events, collect digital assets by taking photos, gathering video footage and then tweet and engage in real time online with our audience. Be the person who links the in-person presence to our online platforms.
* For high profile events, produce briefing notes for Local Partnerships attendees summarising details on the event, audience attending and overview of their respective role. This may include working with the Director of Communications to draft speaking notes.
* Collaborate with Local Partnerships communications team and, where relevant, any partner marketing teams to promote all event activity. With external event organisers, this will include providing materials for joint media relations, social media and digital marketing promotion pre, during and following an event. Post event activity would be based on content produced at the event.
* Following each event, produce a summary of results including event attendance, audience interaction, digital statistics and, where possible, guest feedback. This analysis should be used across a variety of feedback including for the board, Marcomms team and internal staff use, and incorporated into the Local Partnerships communications dashboard.

**Project management**

* Manage the events plan so that all events are delivered to high standard, on budget and secure excellent attendance.
* Allocate investment in events according to the agreed event plan and monitor spend accordingly, reporting regularly to the Director of Communications. Ensure total spend is within agreed budgets.
* Maintain then regularly review the long list of event suppliers including caterers, venues, and AV providers to ensure they are creative, produce to high quality and provide value for money.

**PERSON SPECIFICATION**

**Experience**:

* In person and online event management, ideally for a public sector organisation.
* Digital webinar coordination, including creating and managing events, logins and troubleshooting attendance. To include practical knowledge of managing data protection to GDPR requirements.
* Digital event promotion including using social media to secure attendance.
* Updating website content management systems and internal SharePoint.
* IT skills to include using Microsoft suite, especially PowerPoint and Excel.
* Excellent eye for detail for cross checking written and visual communication.

**Capabilities:**

* Creative and problem solving – the ability to use imagination and new ideas to produce solutions
* Influencing – the ability to actively promote ideas and initiatives both internally and externally.
* Collaborative – the ability to work with others and to bring others together to the benefit of our goals.
* Flexible and adaptable - the ability to change plans, priorities and ideas to suit changing circumstances.
* Challenge – the ability to challenge the status quo and drive change.
* Innovative – the ability to formulate new ideas or adapt existing ideas in new or unexpected ways to solve problems.
* Socially, politically, and environmentally aware – understanding the external factors that impact on LP objectives