



Job Description: Events Organiser

Reports to: Head of Conference and Event Management

Directorate/Team: Communications / Conference and Events

Grade: Grade 5

Job Purpose:

To deliver programmes of events aligned to business priorities across the Local Government Association (LGA), covering the full range of practice development, knowledge dissemination, member development, member networking, and policymaking to support the lobbying and improvement objectives of the LGA in priority areas.

To maximise member engagement, in particular bringing new members and officers into contact with the LGA for the first time, as well as maximising income and knowledge generation from the package of events.

Core Accountabilities:

1. Support the management team in the achievement of the LGA's priorities and objectives.
2. Support the team in the delivery of its objectives demonstrating a 'can do' attitude and adopting a flexible and resourceful approach.
3. Undertake all responsibilities with due regard to the LGA's policies and practices for Health and Safety, Equality, diversity and inclusion and Environmental policies.
4. Participate in relevant LGA projects that support the delivery of the LGA Business Plan.
5. Undertake any other duties and responsibilities appropriate to the post.

Post number: 400296

Specific Accountabilities:

1. Work closely with communications and other colleagues to develop an annual programme of events to meet LGA business priorities, policy, practice, improvement and commercial objectives. Initiate programme ideas, advising policy staff, Executives and leading members on the use of events to achieve lobbying, improvement and commercial objectives.
2. Liaise with relevant policy and practice colleagues to plan, develop and implement an integrated programme of events advising on content, speakers and programme structure, as well as timing, geographic location, venue and technical requirements.
3. Propose and implement a range of event activity within own LGA business priority areas – identifying commercial topics, high profile speakers, target audiences and undertake all aspects of organisation and delivery. Undertake a pro-active role in researching and developing systems for marketing, booking, payment and evaluation of events.
4. Minimise costs and maximise income by encouraging joint conferences across LGA business priority areas and organisations where appropriate, by encouraging remote event participation and by encouraging participation in other LGA activities such as online communities of practice, our campaigns and our media and lobbying work.
5. Prepare detailed budgets for each event and agree with the Head of Conference and Event Management to maximise revenue and ensure profit or minimise costs, to monitor and control income and expenditure, and produce final report on overall performance of events including financial and policy performance.
6. Prepare annual programme budget as determined by the Head of Conference and Event Management for LGA business priority areas and monitor actual outturns against budget and engagement targets. Exercise financial control of own group business priority areas to agreed LGA standards and income targets.
7. Propose and implement marketing strategies with marketing and member communications colleagues to maximise audiences and member engagement, monitoring the work of allocated Event Assistant(s) within team to ensure efficient delivery to schedule. Manage the work of temporary and support staff in relation to events.
8. Promote successful events by working with the Events Assistants to ensure events are publicised and that the event pages of the websites are up to date. Advise marketing and sponsorship staff of suitable targets, with close liaison to maximise their contribution to individual events and to the programme of events as a whole.
9. Source and contract with external suppliers in line with LGA contracting procedures, managing temporary and specialist technical contract staff at events.

10. Manage on site delivery, directing the activities of a team, contractors, members and others including temporary and LGA support staff, thus being willing to travel and stay away from home on a regular basis.
11. Develop and manage information systems and processes to enable the LGA to understand its audiences better and improve communications.
12. Prepare budgets for external organisations e.g. government departments based on either profit-sharing or management fee arrangements to achieve commercial objectives in relation to events, and to draw up letters of agreements or contracts for this purpose.
13. Liaise with elected members and officers and member authorities and with offices of government ministers/government departments to secure support/speakers and attendance at events where required.
14. Ensure the LGA brand and values are effectively communicated through development of event formats and representing the LGA externally at high profile central and local government events.
15. Support key stakeholders and internal colleagues to produce successful events by giving guidance and training on event management.
16. Develop and maintain relationships with a network of key external contacts including negotiations with partners, venue managers, contractors and other suppliers of services. Ensure all contracts are delivered in line with corporate policies by overseeing, managing and ensuring quality assurance mechanisms are in place for the development of approved supplier lists for all services. Facilitate the exchange of information, ensure the provision of sound advice, support and services to the organisation and promote the influence of the LGA.

Relevant Contacts:

Local authorities

- Elected Members/Councillors
- Central Government Departments

Other

- Local Authorities
- External events companies
- Venues
- Speakers
- Suppliers Contractors
- Stakeholder/partner organisations

Person Specification: Events Organiser

Knowledge and experience

- Knowledge of local government and relevant policy issues.
- Knowledge of corporate databases including Microsoft CRM, Sharepoint, Eventsforce or willingness to attain them.
- Extensive working knowledge of customer service issues.
- Experience of successfully organising and administering a wide range of different events including large conferences with multiple sessions over a number of days and one day in-person events in London or at regional venues throughout the UK to virtual zoom webinars and meetings.
- Experience of programme development, including initiating proposals, advice on content and delivery of policy objectives, technical briefs, negotiation with venue managers, contractors and suppliers.
- Experience of negotiating with venue managers, contractors and suppliers to achieve commercial objectives.
- Familiar with how events are enhanced through integration with research, publications, press, PR and other communication and information channels.
- Good working understanding of technical equipment and its use at events.

Skills and abilities

- Demonstrated skills in setting priorities and dealing with conflicting demands, managing a portfolio of work on an annual basis.
- Excellent written and oral communication and interpersonal skills, with experience of dealing with clients, including those at senior levels.
- Demonstrated skills in setting and adhering to quality control and responsibility for own and events assistant outputs in relation to own portfolio area/events.
- Ability to understand political and organisational sensitivities and to tailor approach accordingly.
- Ability to establish own priorities and organise own workload ensuring that events are organised to tight deadlines.
- Ability to plan well in advance and to work to conflicting deadlines in a flexible way, switching tasks and priorities as the situation demands and thinking creatively to tackle and solve problems.
- Ability to exercise judgement often in a range of unclear situations.
- Ability to manage project plans, and lead project groups in relation to events. Ability to develop strategies and project manage their implementation from conception through to completion.
- Strong influencing, negotiating and relation-building skills.
- Able to work as part of a team, under pressure and with a flexible approach to work and to the cross team support of colleagues/willingness to take on other team member tasks as deemed appropriate by the Head of Conference and Events.

- This is a full-time post which requires occasional travel, and the postholder must be prepared to travel and stay away from home, if required, for periods of up to four days at a time.