

Job Description

Job Title	Events Coordinator	Grade	2
Department	Education & Lifelong Learning - Knowledge	Reports	0
Reports to	Events Manager		

Our Values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main Purpose of the Role

To work with the events manager, internal teams and a range of external suppliers and stakeholders to organise, coordinate and deliver high quality conferences, both face to face and virtual, from start to finish.

Dimensions & limits

Decisions relating to the events programme are deferred to the events manager.

Key Relationships

Internal

- Event team colleagues, marketing team, membership team, volunteers team, business development team, management level colleagues, service innovation team, finance

External

- Venues, suppliers, speakers, APM volunteers, other members of the project community

Career Development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to

- navigate their chosen career paths
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions

Key responsibilities / accountabilities

Coordination, Organisation & Delivery

- Work with the events manager, sponsorship sales manager and other team colleagues in delivering engaging, high quality, conferences/events on APM's behalf from start to finish. These may be face to face and/or virtually delivered
- Successfully coordinate other ad-hoc events across all areas of the business as needed, such as the APM AGM

Branding & Promotion

- Ensure APM's brand is adhered to in any event and accompanying promotional material

Reporting

- Produce event reports

Key Performance Measures

- Assist in the organisation and delivery of each event in advance through to onsite
- Liaise with relevant stakeholders and ensure event is successfully delivered with a high-quality delegate experience
- Ensure events are delivered in line with agreed budget and timescales, and meet other planned objectives
- Work with a range of external suppliers (venue, A/V, production, virtual platform, etc.) and stakeholders including the volunteer community (where applicable) to assist with the development of the event programme, including liaising with speakers
- Set up and manage the events as needed on the relevant virtual/online platform/s
- Work closely with sponsorship manager to ensure event sponsor(s) requirements are delivered
- Liaise with marketing team to ensure effective marketing plan is in place and delivered
- Work with the marketing/digital teams to produce supporting materials for the conferences as needed, such as delegate brochure, branding assets, website content
- Provide support to events team colleagues at busy periods
- Post-evaluation and measurement of event performance, including delegate feedback and financial reporting
- Collate metrics to determine if event met its objectives
- Produce all event material to a consistently high quality in copy, tone, design and print. Adhere to the APM style guide and policies
- Work with the brand team to ensure any external facing material falls within brand guidelines
- Work with relevant stakeholder to provide event coordination support for events such as AGM, product launches, research meetings, etc. if and when required

Person Specification – Events Coordinator

Attribute	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • Educated to degree level or another event management qualification • Project management qualification • Other marketing qualification
Experience	<ul style="list-style-type: none"> • One to two years' experience of event management 	<ul style="list-style-type: none"> • Experience of working with volunteers • Experience with organising conferences up to 150 people from start to finish • Experience of providing event support at award ceremonies • Budget management experience • Experience of coordinating virtual events
Knowledge	<ul style="list-style-type: none"> • Knowledge of conference structures and different conference session formats • Understanding of how to manage a budget 	<ul style="list-style-type: none"> • Understanding of event promotion/marketing process • Understanding of the work of a professional body/association • Knowledge and understanding of the project management profession • Knowledge of virtual events platforms, ideally Cvent
Skills	<ul style="list-style-type: none"> • Able to plan, coordinate and deliver a number of event projects simultaneously • Ability to build effective business relationships with colleagues, external suppliers and volunteers • Effective PC skills including Word, Excel, PowerPoint and MS Teams • Strong ability to produce clear written documentation • Excellent communication skills – written and verbal • Well-developed teamwork skills • Strong organisational skills 	<ul style="list-style-type: none"> • Ability to analyse data and create reports

Behaviour / competency	<ul style="list-style-type: none">• Diplomatic and adaptable to different groups of people• Communication skills• Customer focus• Interpersonal skills• Planning and organising• Relationship building• Concern for accuracy• Results driven	<ul style="list-style-type: none">• Analytical thinking and commercial outlook• Technical and professional expertise
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