

**Job Title:** Events operations manager

**Contract:** Full-time, permanent

**Hours per week:** 35 hours. Usually between 9:30 – 17:30. One hour for lunch

**Annual leave:** 25 days holiday, plus statutory bank holidays

**Salary:** Pay Grade D: £37,800

**Location:** predominately remote, with some UK based travel for events and meetings as needed. Travel and accommodation costs will be covered by CharityComms.

**Reporting to:** Head of events

**Direct reports:** Events manager, Events and membership assistant

**Works closely with:** Senior events producer, the Membership Team, and the Finance Team

**Closing date:** 1 March 2024 at 17:00

**Interview date:** 12 or 13 March 2024 online via Zoom

### **About CharityComms**

We work with our members and the wider communications community to raise the standard of charity communications, to enable them to deliver their world changing missions more effectively. We represent, support, inspire, connect and inform our members and the wider charity communications community.

We offer members a range of events and services, including best practice guides, reports, support for professional development and web and social media content. [We are a small, friendly team of 12](#), working closely together to achieve big things for our members and the sector. In 2021 we won 'team of the year' at the memcom awards.

### **The CharityComms events portfolio:**

Our events portfolio supports our growing network of more than 12,000 people including individual members, corporate partners and people working at over 1,100 member charities. Our events provide essential learning and development opportunities for CharityComms members and the wider sector, and our events are viewed as a key membership benefit. Our model here at CharityComms is peer-to-peer learning.

In the last financial year, we ran 37 online events for 8,285 delegates.

### **Purpose of the role:**

This exciting new role will manage the events programme day-to-day, ensuring a varied portfolio of events meets the needs and expectations of our members, generates revenue for our charity, and drives membership and brand engagement.

Our events programme remains predominantly online, though we will be soon flexing to include some in-person networking events and training throughout 2024.

### **What we're looking for:**

We're looking for someone to use their knowledge of both the events and comms landscapes to develop innovative ideas to support our members and the wider sector.

This role features a great mix of team management, event content creation, logistics, hosting/moderating duties, and will actively contribute towards strategy, as well as working with teams across the organisation.

## Key tasks and responsibilities:

### Day-to-day management of the Events Department

- Line manage our Events manager and our Events and membership assistant day-to-day.
- Provide leadership and effective management to drive innovation in delivery of service, ensuring our systems and processes are working for us, motivating the events team to focus on excellent customer service and continuous improvement, and driving event sales.
- Act as emergency support in the team should anything need to be covered off at short notice due to illness or absence, ranging from event prep, to production and/or moderation/hosting duties. Deputise for the Head of events as needed.
- Lead on improving the events experience both online and offline, and finding ways to increase accessibility and inclusion in every event.
- Lead on gathering delegate feedback and using this insight to inform changes, improvements and develop content across the organisation.
- Proofing and sign-off for all event materials for the events that fall under the responsibility of the role.
- Support the Head of events in team development, recruitment and training.

### Events programme management

Develop key aspects of the organisation's event calendar with the Head of events and the Senior events producer including scoping, coordinating, communications, sales and bookings, as well as delivering the events and evaluating them:

- **Special Interest Groups**

We currently run Brand Breakfast, PR Network, Social Media Network, Internal Comms Network and the Creatives Group events three times each per calendar year. These events are free for our members and enable us to offer an excellent membership benefit.

This role recruits and manages the relationships with our steering groups, sets the topic for each event, identifies and secures speakers, and manages the format of the events.

- **Workshop programme – Stepping into Comms Leadership**

Our workshop programme currently consists of live workshops in our Stepping into Comms Leadership workshop series which we produce in conjunction with an external facilitator.

This three-part workshop series runs three times per calendar year, with two guest speakers (CEOs) joining us in each series.

This role recruits and manages our two guest speakers for each series, maintains all delegate communication, and works closely with our external facilitator on the delivery of the workshops.

We are looking to grow our workshop programme, and this role will actively contribute in this.

- **Our Inspiring Communicator Awards event**

We hold the Inspiring Communicator Awards annually and are returning to holding them in person in London from 2024 onwards. This role will manage the event from venue selection through to delivery and post-event wash-up.

- **In-person, networking events for CharityComms members**

We are currently working towards running some in-person, networking only events in the UK.

This role will be responsible for planning these events, booking the venues, coordinating the communications around the events, and running them on the day.

### **Moderation/Hosting**

- Moderate/host CharityComms events as needed, ensuring a smooth and high-quality event experience for all.
- Commission freelancers to provide moderation/hosting or to deliver presentations for events as needed.

### **Online event production and post-event tasks**

- Play a part in the event delivery of all of our special interest group events by supporting our Events manager who leads on the Zoom production of those events.
- Zoom produce all conferences and seminars, working closely with our Senior events producer who coordinates all of the content and speakers for those events.
- Support the team with ad hoc video editing and transcription as needed during busy periods.

### **Strategy**

- Create marketing and budget management strategies to ensure effective return on investment and to deliver sustainable income.
- Maintain up-to-date knowledge of best practice for events, including but not limited to: trends, themes, competitors, accessibility, income strategies, marketing and equipment/resources/tools.
- Contribute to quarterly and annual reports to the board which highlight performance, return on investment and evaluation of agreed activity.
- Build and maintain relationships with key stakeholders, advocates and partners to gather intelligence and build an effective environment for the delivery of successful events.
- Develop attractive sponsorship packages for the events programme and regularly sell sponsorship throughout the year. Support our sponsors to make the most of their sponsorship.

### **Relationship building**

- Work proactively to maintain the charity's values, culture, and work to support CharityComms in achieving its mission. Act as an advocate for the organisation's mission and represent CharityComms at appropriate events.
- Represent the organisation and manage stakeholders, relationships and contracts effectively. Obtain the best value for money and high service levels on behalf of CharityComms.
- Represent CharityComms at events, actively engaging with members to assess their needs, and develop strategies that add value to their membership and meet organisational objectives.

- Build relationships with external partners, including sponsors to deliver some aspects of the events programme and ensure a good experience for all.

**Budget management**

- To proactively set targets and manage budgets, ensuring resources are used effectively and deliver return on investment. Help with reforecasting figures.

- Collaborate with the Finance Department to help reduce aged debtors and new debts from the Events portfolio.

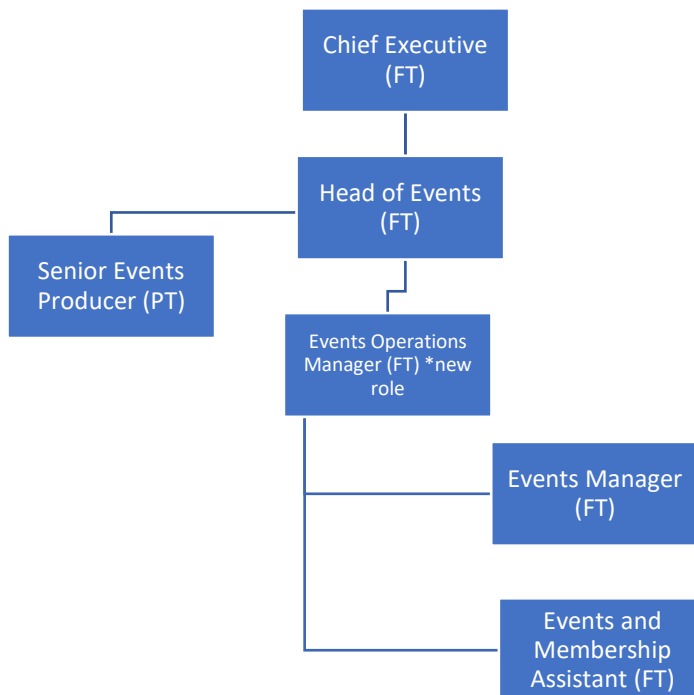
**Management of systems**

- Manage our online event platform Zoom, Otter Ai for transcription and Vimeo for hosting videos.
- Keep CRM (Salesforce), website (Word Press) and mass mailing software (Campaign Monitor) up-to-date with accurate and accessible event information.

**Venues**

As needed, research and book venues which enhances the event experience and ensures value for money for CharityComms. Develop and manage positive relationship with venues.

**How this role fits within the Events Team**



## Person Specification

Experience	Must – haves	Bonus points for
Line management experience	X	
Experience of working remotely with a team	X	
Experience of working in a busy events team	X	
A high level of IT literacy, including the use of databases, mail management systems, video editing software, and online event platforms (we use Zoom)	X	
Experience of working in a professional membership organisation or charity/not-for-profit organisation		X
History of content creation across key comms areas	X	
Finger on the pulse of both trends in events and in comms	X	
Experience of delivering events from concept through to post-event wash-up	X	
Public speaking experience either in person or remotely	X	
Personal attributes		
Excellent organisational and communication skills	X	
High attention to detail	X	
Ability to prioritise a range of tasks and projects while meeting important deadlines	X	
Positively communicate with others, with the confidence to listen, understand and action accordingly	X	
Positive attitude and 'can do' approach	X	
A team player	X	
Ability to work alone remotely, with others, and under pressure		
Empathy with the goals and vision of CharityComms	X	
A willingness to network with our members at events	X	
Commitment to self-directed learning and sharing new ways of working with colleagues	X	
Support CharityComms' proactive, results orientated and collaborative culture	X	

### Diversity and Inclusion

At CharityComms, we're committed to creating an inclusive culture, internally and in the wider charity sector, where everyone can be themselves and reach their full potential. We value lived and learned experiences of social issues, justice and change.

We actively encourage applications from people of all backgrounds and cultures and we will do our best to support you to upskill because we want to recruit, retain and develop the best talent available.

### Additional info

All staff are currently working remotely from home, but there is the option to go into the office in London to work and meet other members of the team if that is preferred.

**Office location:** Canopi, 7-14 Great Dover Street, London, SE1 4YR.

**Benefits include:**

- Yearly personal development budget
- Generous pension contributions
- Opportunity to attend CharityComms events
- Flexible working is offered where needed

[www.charitycomms.org.uk](http://www.charitycomms.org.uk)

**How to apply**

To apply please send a CV and covering letter (no more than two pages) outlining how you meet the person specification to:

- Vanessa Weddell, Head of events at CharityComms, [vanessa@charitycomms.org.uk](mailto:vanessa@charitycomms.org.uk)
- Sarah Clarke, Head of membership and insight at CharityComms, [sarah.clarke@charitycomms.org.uk](mailto:sarah.clarke@charitycomms.org.uk)

No agencies, please.

**Application deadline**

Applications close at 17:00 on 1 March 2024.

**Interviews**

Interviews will be held online via Zoom on 12 or 13 March 2024. Our friendly interview panel will be made up of our Head of events and Head of membership and insight.