



Job description

Job title:	Event Manager
Department:	Membership, Marketing and Communications
Reports to:	Senior Event Manager
Direct reports:	Events Executive (x2)
Key internal relationships:	Membership, Marketing and Communications Team, Clinical Advisors, Education team, wider College staff
Key external relationships:	Council and Board Members College Members Venues and event suppliers Event delegates, speakers and facilitators Sponsors, exhibitors and commercial partners

Purpose of the role

Working within the Events Team, the Event Manager is responsible for the successful end-to-end delivery of a range of in-person and digital events, ensuring all activity is delivered on time, within budget, and to agreed quality standards.

The role provides day-to-day management of the Events Executives, allocating work where required and ensuring delivery is efficient, consistent and of a high standard.

The Event Manager plays a key role in translating the strategic direction set by the Senior Events Manager into operational plans and high-quality event delivery, while contributing to continuous improvement of event processes and delegate experience.

Main duties

Event Management

- Support the planning and delivery of portfolio of the College events, including flagship events, online events and new/ad hoc events as required.
 - Liaise with the marketing team to support promotion of events
 - Manage event staffing plans, volunteer requirements and schedules for event delivery
 - Support the team with registration and event app set up
 - Liaison with venue and support with supplier management more broadly
 - Support on the day event delivery of the conference including set up and delivery across a range of elements

Line Management

- Line management of the Event Executives, providing guidance, support and development.
- Monitor progress and quality of delivery across assigned events.
- Support the development of consistent event processes and ways of working.

Speaker management

- Act as main point of contact for speakers, facilitators and other event contributors where required
- Manage speaker communications, deadlines and briefing information
- Collect and review speaker requirements, including AV, accessibility, travel and accommodation needs
- Coordinate receipt of presentations, polls and supporting materials in line with agreed deadlines
- Provide speaker briefing documents, joining instructions and onsite guidance
- Manage speaker registration and if required speaker preparation arrangements
- Support speakers onsite and troubleshoot any issues in collaboration with the wider events team
- Ensure speaker expenses and invoices are processed in line with College Finance procedures

Programme, Session and Workshop management

- Coordinate the planning and delivery requirements for workshops, sessions and other event activities.
- Leading the process of collecting programme information and requirements to ensure all equipment, accessibility, health and safety and compliance requirements are identified and delivered
- Work with internal stakeholders, clinical advisors and suppliers to coordinate specialist resources, equipment, materials and arrangements are in place and delivered in line with event requirements.

Post-event evaluation and wrap up

- Ensure all event resources, equipment and materials are appropriately managed following events, in line with relevant policies and procedures.
- Coordinate and monitor post-event evaluation activities
- Manage post event communications including thank-you communications to speakers and suppliers
- Chase outstanding invoices and financial reconciliation relating to speakers and suppliers
- Support preparation of post-event reports and delivery learnings to support continuous improvement of future events

Other Duties:

- Liaise with internal teams (marketing, programme panel, finance, membership, clinical advisers etc) to ensure smooth delivery.
- Carry out from time to time and as directed, any other duties as required in addition to the above that will be both reasonable and within your capabilities
- Ensure that at all times you take care of your health and safety and that of others by complying with health and safety obligations, particularly by reporting promptly any defects, risks or potential hazards
- Act in accordance with the College values

PERSON SPECIFICATION

Experience

Essential:

- Significant experience in an event management role delivering a range of events including large-scale in-person events (conference or multi-stream programmes) and online events
- Experience of line managing, supervising or mentoring staff
- Proven experience managing event logistics from planning through to onsite delivery and post-event activity
- Experience coordinating speakers, facilitators or subject matter experts and managing programme-related communications
- Experience of project managing multiple workstreams and competing deadlines
- Experience of budget monitoring and financial administration, including processing invoices and tracking spend
- Experience of working with suppliers, venues and AV/production teams to deliver event requirements
- High levels of competence using Microsoft Office Suite and event management systems
- Willingness and ability to operate in accordance with the values of The College of Optometrists

Desirable:

- Experience working within a membership organisation and/or charity or not-for-profit environment
- Experience delivering medical, healthcare or clinical events
- Experience supporting workshop-based programmes with specialist equipment or compliance considerations
- Experience managing multi-room or multi-stream conference delivery

Skills and Knowledge

Essential:

- Excellent organisational and time-management skills with the ability to manage multiple deadlines
- Strong leadership skills
- Strong written and verbal communication skills, including producing clear briefing notes and guidance materials
- Strong interpersonal skills with the ability to build effective working relationships with speakers, suppliers and internal stakeholders
- Budget management and financial awareness
- Ability to work calmly under pressure and make practical decisions during live event delivery
- High attention to detail and strong administrative accuracy
- Ability to work independently while contributing as part of a wider team
- Flexible and adaptable approach, including willingness to work onsite and outside standard hours when required
- Strong working knowledge of Microsoft Office, particularly Excel

Desirable

- Knowledge of health and safety considerations in live event environments

- Awareness of accessibility and inclusive event practices

Additional Information

The working hours and location of this post can be discussed. The College is happy to be flexible with regards to this role.

Our London office is situated at 42 Craven Street, London, WC2N 5NG.

Equal Opportunities and Inclusion

The College is committed to providing equal opportunities in employment and to avoiding unlawful discrimination. We value the differences that a diverse workforce brings to the organisation.

Our values

