



THE COLLEGE OF OPTOMETRISTS

Job Description

Job title:	Event Development and Delivery Specialist (three days a week, with acknowledgement that more days may be required closer to the conference)
Department:	Member Services and Communication (MS&C)
Reports to:	Director of Membership, Marketing and Communications
Direct reports:	Contractors or temporary staff that may be required to deliver the College's flagship conference in 2026.
Key internal relationships:	Senior Events Manager Events Team Member Services and Communications team Senior Management Team (SMT) Head of Data Systems Head of Post Registration Education The Learning Group Education team Senior Leadership Team (SLT) College staff
Key external relationships:	Council and Board Members College Members Sponsors and exhibitors Event partners/collaborations CRM provider and related project managers IT provider Venues and event suppliers Event technology suppliers including event app, event badges, AV, webinar and online event management. Other optical bodies

Purpose of the role

Four distinct deliverables:

- Lead, prepare and deliver the College's flagship conference in 2026
- Review and propose a plan for College events for the next 3-5 years, correlating to the College's new five year strategy
- Assess, advise and make changes to what event data we collect, why we're collecting it, where it is stored, and how it is evaluated and reported on
- Support the College's Event Team.

Lead, prepare and deliver the College's flagship conference 2026

The role's purpose is to lead the proposal, planning, preparation and delivery of the College's flagship annual conference, and meet or exceed the event KPIs as set out in the proposal. This will be a College conference, however it has been agreed that content will be proposed and delivered with a number of external eye care organisations to widen the audience and demonstrate the importance of multi-disciplinary working.

The role will oversee all aspects of the conference, including:

- leading and advising on the vision and KPIs for the event, with regular reporting to the Senior Management Team and Board
- planning – preparing and keeping to a robust schedule to ensure delivery on time and in budget
- stakeholder management - scheduling and leading meetings both with internal colleagues and external organisations to ensure effective collaboration and relationship building
- programme and content delivery – working with College colleagues, members and partnered organisation to develop and deliver a programme that meets or exceeds audience needs and KPIs
- budgetary and legal – prepare budget, source, negotiate and agree contracts with all suppliers including venue, catering, AV, support staff etc...
- sponsorship and partnerships – working with the events team and other internal colleagues to agree sponsorship and partnership packages, promote to previous and new sponsors and support delivery of the agreements
- marketing – work with the Marketing Team to draft effective copy for the website, emails and social media to promote the event to College and partner members as well as a wider audience
- data – work with the Head of Data Systems, the Event Team and event booking system to ensure appropriate data collection, usage and reporting
- reporting and analysis – create clear reporting capture and goals, and report at scheduled times during the process, as well as delivering an evaluation report in a timely period after the event.

Review and propose a plan for College events for the next 3-5 years, correlating to the College's new five year strategy

The College will have a new five-year organisational strategy from October 2025. This role will work across the organisation to prepare the strategic direction for events, to meet the aims of the new strategy, the needs of our members and be a recruitment tool for new members.

The role will lead and advise on this strategic direction by:

- feeding into the development of the five-year organisational strategy
- review the current event portfolio alongside the member strategy and new organisational strategy
- collaborate across the organisation to understand the needs for different activity and how those needs will be met
- work with the Learning Group, who provide the plan and content for CPD, from which the majority of our events are a delivery vehicle
- identify areas for change and the tools and resources to deliver that change
- communicate and advocate for a new strategic direction for events with clear deliverables, KPIs, reporting and evaluation process.

Assess, advise and make changes to what event data we collect, why we're collecting it, where it is stored, and how it is evaluated and reported on

The College currently runs events across a number of departments and platforms, not all are delivered by the Events team. However, the data from all of the events we deliver needs to be captured, collated and reported on both as a whole and as within each event type.

Our CRM (Microsoft Dynamics) needs to be enabled to capture and relay this data, using PowerBI as the visualisation tool.

Working across the College and with the Head of Data Systems and PowerBI consultant, this role will:

- identify what data we currently capture and where
- identify what data we should, and shouldn't, be capturing to enable us to effectively assess the performance of our events and to use this to promote events as a member benefit
- advise and support of the process flow for the data into our CRM
- advise on the 'dashboard' to enable all staff to have access to the data in an understandable and useful way.

Support the College Events Team

When able, support the College Events Team on event delivery in busy periods, or for our other large scale event, the Diploma Ceremony.

Be a support with event expertise for the Senior Events Manager.

Other

- 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
- Ensure that at all times you act in line with the overall aims and in line with the values of the College and with its policies and procedures. Act as an advocate for the College and our members
- Flexibility to work evenings and weekends to support event delivery.

Person Specification

Experience

Essential:

- Significant experience of developing and delivering large scale conferences, ideally, but not limited to, the health sector
- Educated to degree level or equivalent experience.
- Experience of creating an events strategy to meet organisational or corporate objectives
- Experience of developing business plans and KPIs.
- Experience of leading a team.
- Experience of developing sponsor packages and securing sponsorship income.
- Experience of collaborating with partners to develop event opportunities.
- Experience of collaborating with colleagues to develop content.
- Experience of budget and project management.
- Experience of working closely with communications teams to develop marketing plans to promote events and generating ideas to feed into event communications plans.
- Experience of commissioning external providers for event management tools and processes.
- Experience of the production of reports and statistics for management information purposes.
- Experience of using CRMs, event management booking systems and online event platforms.
- High levels of competence in using a range of software, including Microsoft Office Suite and event management tools.
- Willingness and ability to operate in accordance with the values of The College of Optometrists.

Desirable:

- Experience of the membership sector.
- Experience in the optometry or health sector
- Experience of drafting formal committee papers.
- Experience of working with Microsoft Dynamics and Power BI.

Personal Attributes:

- Ability to lead and motivate colleagues, promoting a high-performance culture.
- Excellent communication skills, both written and oral, with the ability to influence and persuade.
- Ability to problem solve and identify pragmatic solutions.
- Ability to work on own initiative and be proactive.
- Ability to maintain strategic overview whilst managing departmental operational delivery.
- Highly organised and capable of dealing with a number of projects simultaneously.
- Flexible and responsive approach.
- Good team player, able to work effectively with people across the College and beyond at all levels.
- Enthusiastic and self-motivated.
- Able to work well under pressure.
- Excellent customer service skills.
- Accuracy and attention to detail.
- Able to listen and learn from feedback.

- Assertiveness.
- Willingness to travel with overnight/short stays away from home on occasion.
- Committed to supporting a diverse and inclusive culture; working in line with our values.

Additional Information

Typical working hours at the College are 9am – 5pm. We operate a flexible working window from 8 am to 6 pm where you can vary your start and end time. This role is flexible and can be worked over a variety of working patterns.

We also offer hybrid working (a mixture of home and office working). Typically College staff will work around 20 - 40% of their time at the workplace (whether this is the office at Craven St, or a face to face meeting, exam or event at another business related site or organisation) per week.

The post holder will be required to work late in the lead up to, and during planned events. Applicants should therefore have some flexibility with regard to working hours. The College runs a programme of in-person evening events across the calendar year, a programme of digital events during the evening as well as a couple of events across a weekend. The post will involve UK travel. The post holder should have flexibility to attend events where resource requires it. The College has a TOIL policy and provides time off for events taking place during the evening and weekends.

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



We act with integrity and transparency	We listen and we learn	We demonstrate respect and professionalism	We achieve high quality	We champion diversity and inclusion
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