



Marketing and Events Manager: Roles, responsibilities and skills

The Events and Marketing Manager will be responsible for delivering and further developing the IES' Marketing Strategy and for developing and delivering our events programme.

Marketing

1. Responsible for the delivery and evolution of the marketing strategy and work with the CEO to implement further developments when necessary
2. Promote the IES brand, policies and core values.
3. Promote and expand the IES membership, including:
 - Charterships
 - Fellowship, working with Fellowship committee
 - Student membership, conducting promotion in universities
4. Promote and expand IES services including:
 - the accreditation scheme (both in the UK and internationally)
 - Advertising opportunities in our journal
 - Recruitment advertising on our website
5. Actively identify marketing and promotion opportunities.
6. Manage all aspects of production, receipt and distribution of marketing material.
7. Coordinate market research to identify interest and uptake for current and future membership services.
8. Deliver all marketing activity within the agreed budget and within agreed sustainability criteria.
9. Work with the Publications and Policy Officer to achieve frequent, timely and positive media coverage of the IES.
10. Evaluate membership research, sector conditions and competitor data to implement marketing plan alterations as needed.
11. Develop network of appropriate contacts within the media.
12. To drive growth in advertising sales in our publications and recruitment adverts on the website.

Events

1. Help develop our events from proposal right up to delivery, including:
 - Set, communicate and maintain project timelines and priorities
 - Develop contacts to secure appropriate and good-value venue hire
 - Liaise with external suppliers including venues, caterers, speakers etc
 - Organise appropriate sponsorship and co-badging of external events
 - Work with our graphic designer to develop promotional materials



- Maintaining and updating website content for conferences, events and seminars
 - Implement systems with the administrator to manage invitations, sign up, guest list, discounts etc
 - Deliver events on time, within budget, that meet (and hopefully exceed) expectations.
 - Ensure excellent membership service and quality delivery
 - On-the-day management of events
2. With input from the Project Team each year you will develop, maintain and deliver on an annual plan for events that ensures a geographical and sectorial balance, a range of sizes (from workshop to conference) and identify suitable topics.

General

1. To contribute to IES projects as directed by the CEO.
2. Support the administrator in rapid and accurate response to member queries and contribute to membership care.

Essential Skills & requirements:

Knowledge and experience	
<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • Educated to degree level or with equivalent professional experience • Minimum of two years experience in either events management or marketing • Experience of developing and managing external partnerships in the delivery of projects • Demonstrable experience of running events from conception to competition • Appreciation of the nature of accountability, ethics, targets and outcomes 	<ul style="list-style-type: none"> • Marketing or communications background degree and further relevant qualifications • Copywriting • Familiarity with using membership databases • Experience of developing marketing strategies and identifying new areas of growth / income / exposure.

Skills and competence	
<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • Excellent communication skills both oral and written • Ability to organise and prioritise own workload • Self-led with an ability to work alone or as part of a team • Ability to find imaginative and practical solutions and make well-considered decisions • Excellent written and interpersonal communication skills, and ability to communicate with diverse audiences • Flexible approach 	<ul style="list-style-type: none"> • Well-developed planning, risk and issue management and delivery skills • Ability to engage and build effective relationships with stakeholders and committees quickly



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| <ul style="list-style-type: none">• Demonstrable experience of initiative, self sufficiency and motivation• Good all round office and IT skills• Understanding of the requirements of the organisation and use creative processes and ideas to deliver effective marketing programmes | |
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