Event Programme Manager

IfM Education and Consultancy Services Limited (IfM ECS), Institute for Manufacturing, University of Cambridge

The IfM and ECS

IfM ECS Ltd disseminates the research and education outputs of the University of Cambridge Institute for Manufacturing (IfM) and supports the dissemination of outputs from the University’s Department of Engineering. The IfM and IfM ECS run a varied events programme, consisting of conferences, courses and meetings, as well as community events and consultancy workshops. The annual programme includes around 50 events, attracts over 1500 participants from industry and academia and generates revenue for the company and the wider Engineering department.

Role Summary

The role holder has primary responsibility for the development and delivery of the events programme and for the development and delivery of major IfM-wide events, designed to support the IfM’s strategic objectives, to ensure an appropriate mix of activities to engage a diverse group of stakeholders and audiences. The role holder will also be expected to take the lead in establishing and implementing standards and best practices in the delivery of professional events, and will work closely with key customer facing teams, such as the reception, facilities and catering staff, in developing exceptional customer service practices and systems.

This is a permanent role, full time (37.5 hours per week). Salary: £38,000 - 42,000 per annum + benefits based on the candidate’s skills and experience

Key aspects of the role are:

• With colleagues, plan, market and execute a programme of authoritative, manufacturing-focused courses, briefings, symposia and conferences to effectively and professionally disseminate strategic manufacturing knowledge and IfM Research
• Ensure the professional delivery of our events and courses to a consistently high standard
• Developing new ways of delivering content
• Ensuring events are delivered on budget and meet their objectives
• Manage the Event Manager and Event coordinators to enable them to be self-sufficient in planning and executing their portfolio of courses and events to a consistently high standard.

Reporting and Support

The post holder reports to the Chief Operations Officer and is a senior member of the team. The post holder will work closely with other senior managers in ECS including the Marketing and Communications Managers and Head of Executive and Professional Development as well as with academic and research colleagues across the IfM. They will be required to develop good relationships with other IfM and ECS functions in order to ensure the smooth delivery of high profile events. The role holder line manages three team members, one Event Manager and two Event Coordinators.

This role will:

• Be responsible for and oversee event logistics for all IfM events, courses and consultancy workshops, working with the event team on delivery
• Manage the event logistics, call for papers process and publishing of proceedings for occasional large academic conferences
• Facilitate effective marketing of courses and events, confirming that enough interest exists among the potential audience to ensure participation in events
• Ensure events are delivered to budget and in accordance with revenue allocation models
• Develop a programme of training workshops for the SME IFM Membership scheme (working with the ECS membership team)
• Develop new events to disseminate IFM research, working with the EPD team, Communications Manager, Industrial Associates, other stakeholders and academic and research colleagues, identifying themes of common interest and planning modular content
• Actively maintain good relationships with the academic and professional services teams within the IFM and wider Engineering department
• Develop and manage a programme of continuous improvement for event logistics and customer service
• Work with the COO to identify opportunities for collaborations externally
• Work with the CEO and Marketing Manager to create opportunities for cross-selling ECS’ products

Knowledge, Skills and Attributes

Qualifications
• Educated to degree level or equivalent experience (E)

Experience
• Experience of coordinating an events programme based on the requests of multiple stakeholders (E)
• Working to tight deadlines both as an individual and as part of a team (E)
• A proven track record in successful project management (E)
• Motivating and leading teams (E)
• Experience of designing marketing campaigns including websites, direct email campaigns, social media and printed material using content provided by the event ‘owner’, with guidance from the marketing team (E)
• Experience of managing a wide range of suppliers (E)
• Event production (D)
• Using digital methods to support events and training (D)
• Working with corporates/policymakers/manufacturing sector/engineering as well as academics (D)

Knowledge and skills
• A working knowledge of best practice in terms of event management (event planning, management and evaluation) (E)
• Excellent organisation and time management skills. (E)
• Proven people management skills (E)
• Numerate and confident with management of budgets, with commercial awareness in order to evaluate costs/ opportunities etc. (E)
• Understanding of event programmes at comparable institutions (E)
• The ability to learn new systems. Experience of using online booking systems, CRM systems, websites and bulk-email tools (E)
• An understanding of GDPR and health and safety (E)
• Working knowledge of marketing, public relations and customer service (D)
• Full working knowledge of Adobe InDesign, and some experience using other Adobe creative packages such as Illustrator and Photoshop (D)
• Good knowledge of, and empathy with, universities, their ethos and structure (D)
• Understanding of the manufacturing landscape/ecosystem (D)

Personal Attributes
• Be collegiate, adaptable and an effective team player (E)
• Able to work effectively and diplomatically whilst under pressure, when multi-tasking, and or when dealing with difficult situations or individuals (E)
• Drive and enthusiasm, energy and creativity (E)
• High standards of accuracy and literacy (E)
• Excellent interpersonal skills with warm, friendly and helpful manner (E)
• The ability to build strong working relationships at different levels in a diverse environment (E)
• Ability to think strategically as well as focus on operational issues, and be creative with a high level of entrepreneurial flair (E)
• Excellent communication skills, with a professional manner for the management of corporate contacts, and willingness to give presentations and/ or brief large groups (E)
• Willingness to travel occasionally within the UK, work some evenings, work where alcohol is served (E)
• A willingness to network and maintain personal development, attending regular professional events (E)

(E=essential D= desirable)

To apply for this role, please send your CV and covering letter to: Alison Martin, Senior Office Administrator aem91@cam.ac.uk

Closing date: Thursday 9 January 2020