Job description and person specification

Job title: Events Producer

Contract: Permanent

Hours: full time, 35 hours per week

Location: London EC1N

Salary: up to £28,500

Department: Events

Reports to: Head of Events

About ICSA

ICSA: The Governance Institute is the professional body for governance. We champion good governance practices, and provide qualifications, training and resources to members and governance professionals worldwide.

Purpose of job

To work with and support colleagues in developing and delivering ICSA's programme of events across all formats, including training, member and CPD events, conferences and others.

Main responsibilities/accountabilities

Product development

Training:

- Under direction from the Head of Events, develop new training courses for UK, offshore and international audiences, including recruiting trainers, agreeing course programmes relevant to each region, and writing course descriptions.
- Support the Head of Events in following up in-house training enquiries, identifying potential trainers and preparing quotes and programmes.
- When required, assist the operations team in compiling and checking slides and notes for the production of training course materials.
- When required, assist the Head of Events with handling day-to-day training enquiries.

Member and CPD events:

- Act as project manager on all events offered in association with third party sponsors, partners and/or other stakeholders, and manage expectations.
- With sponsors, partners and/or other stakeholders as appropriate, develop topics and programmes, source speakers and write event descriptions.
- Liaise with marketing colleagues on the timing of promotional activities for each event, target audience(s), key messages, and routes to market.
- Work with the events operations team to ensure that all events run smoothly on the day, the delegate experience is appropriate, and speakers are looked after.
- Monitor bookings to ensure target delegate numbers are met and, monitor performance against budget.

Conferences:

- Support the Head of Events in researching topics, and identifying, recruiting and managing relationships with speakers, including advising on slides, notes and other materials.
- Under direction from the Head of Events, act as lead producer on at least three conferences during the year, including leading on developing topics and programmes, sourcing speakers, writing event descriptions and liaising with marketing, logistics and other colleagues as appropriate.
- Work with the operations team to ensure all notes, slides and other materials are checked, corrected, and compiled into the appropriate order.

General:

- Research and remain up to date on legal and regulatory changes affecting ICSA's audience.
- Work with all events colleagues on scheduling events and contribute to the future strategy and product mix of the events business as a whole.
- Work with other events colleagues as appropriate in supporting work on non-technical events, including the Awards, Graduation and general meetings.

Market research

- Liaise regularly with colleagues for input into event ideas, and track and advise on market changes and their impact.
- Make use of, and build upon, existing networks of external contacts/advisers to help identify suitable speakers and topics, and meet with potential new speakers.
- Work with business development colleagues to identify potential partners for developing, co-hosting or sponsoring new events.

Marketing

- Write event descriptions and other copy as required for inclusion on the ICSA website and other marketing materials.
- Work with marketing and other events colleagues to ensure each event is listed online, included in marketing e-mails as appropriate and that new information, speakers etc. are added when they become available.
- Collate feedback after each event and produce analysis reports for all event stakeholders.

Other

- Ensure that health and safety requirements are met in the areas for which the jobholder is responsible.
- The post holder may be required to carry out other duties that are reasonably to be considered as within the scope and purpose of the job and the aptitudes of the job holder.
- This job description reflects the current requirements of the post. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description.

Special working conditions:

- Occasional early mornings, late evenings and overnight travel involved.

Person specification

Knowledge	• Knowledge and understanding of how a membership and qualifying body operates. • Good working knowledge of using MS Office to a competent level within an office environment, especially MS Word, Excel and Outlook
Experience	• Solid experience in a research or content-based role • Experience of developing products for professional markets • Experience of working within an events or similar environment
Skills	• Excellent organisational, planning, prioritisation and time management skills • proven written and research skills • Ability to work both independently and as part of a team • Relationship building, networking and negotiating skills
Behaviours	• Recognise the particular challenges, opportunities etc. that come with working for a membership organisation • Act in accordance with ICSA values: transparency, integrity and authority • Demonstrate flexibility and open mindedness • Give feedback and support

Instructions to apply

Applications should be in the form of a full CV and supporting letter outlining how your skills and experience meet the person specification for the post. Ideally, please submit by email to **jobs@icsa.org.uk** by no later than 14 April 2019.