



The Governance  
Institute

## Job description and person specification

**Job title:** Head of Events

**Contract:** Permanent

**Hours:** Full time, 35 hours per week

**Salary:** £45,000 - £50,000 per annum

**Location:** London, EC1N

**Department:** Events

**Reports to:** Policy and Research Director

### About ICOSA

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

- Provide strategic and operational leadership of ICOSA's events and training business which includes 10-12 annual conferences, a portfolio professional development courses, an annual programme of CPD events and online training
- Ultimately responsible for all aspects of event management and organisation
- Lead the events department of five staff: two producers and three operations coordinators
- Work closely with the business development team to develop commercial and strategic partnerships creating new income streams and raise ICOSA's profile in emerging markets
- With the operations team, schedule the yearly programme of conferences and manage the team's business planning and resource management
- Maintain a high quality delegate experience across all events
- Maximise profits and manage expenditure through contract negotiation, supplier management, outsourcing and using new technologies to improve efficiencies
- Control and monitor all aspects of the department's finances including annual budgeting and ensure the accuracy of event P&L reports
- Provide regular reporting to the Executive team as required

## **Main responsibilities/accountabilities**

- Project manage ICOSA's flagship events including the two day annual conference and Awards ceremony which attracts a combined audience of over 1500 people.
- Oversee the production and delivery of ICOSA's smaller technical conferences
- Maintain the quality and oversee the delivery of ICOSA's classroom based training courses.
- Work with regional and international branches on production and delivery of their annual conferences
- Oversee a portfolio of CPD events including sponsored sessions
- Engage in speaker research and programme writing as appropriate
- Advise on the development of new training courses and liaise with external clients on the delivery of bespoke professional development programmes
- Produce and project manage at least one conference per year
- Engage in speaker research and programme writing as appropriate

## **Content research and generation**

- The post-holder must be able to generate new event ideas as well as ensure that existing events are up to date and market focussed
- Monitor changes to relevant UK company law and regulation and their potential impact on our members
- Make use of, and build upon, existing networks of external contacts/advisers to help locate suitable speakers and topics. To pro-actively developing this network and meet regularly with potential new speakers
- Identify potential partners for developing and/or co-hosting new training courses and webinars, and/or potential sponsors for events.

## **Marketing**

- Liaise with marketing colleagues on the timing of promotional activities for each event, target audience(s), key messages, and routes to market.
- Ensure event producers are producing quality event descriptions and other copy as required for inclusion on the ICOSA website and other marketing materials
- Liaise with freelance copy writers as appropriate for some of the larger ICOSA events
- Ensure producers provide high quality event programmes (agendas) in good time for adequate marketing
- Provide feedback and quality control on marketing collateral as appropriate and that event information is kept to a high standard on the ICOSA website.

## **Financial management**

- Preparing the yearly budget and agree events income targets
- Ensure that events meet agreed financial targets
- Monitor bookings to ensure target delegate numbers are met and liaise with marketing colleagues to ensure marketing momentum is maintained

## **Event logistics:**

- Oversee and advise the Operations Manager when sourcing new venues
- work with colleagues in the design team and external AV teams to create brand images and produce stage and lighting designs for the flagship events
- Oversee the production of conference magazines and other handouts such as graduation brochures etc and ensuring that all information is present and correct

- Ensure the operations team hire event contractors such as photographers AV suppliers caterers in good time and within agreed budgets
- Advise on delegate and venue management

### Specific duties

- Act as the key contact for all in-house training queries
- Work with the operations manager on creating event schedules
- Support the Events Producers on larger events in researching topics, recruiting and managing speakers
- Act as lead producer on at least one conference during the year, including developing topics and programmes, sourcing speakers, writing event descriptions and liaising with marketing, logistics and other colleagues as appropriate.
- Ensure the operations team provide high quality logistical support and the delegate experience is second to none
- Oversee the delivery of ICSA's annual graduation ceremony and work alongside senior colleagues to invite special guest speakers and platform party members
- Alongside business development colleagues, identify potential partners for developing, co-hosting or sponsoring new events
- Develop ICSA's online training offering and utilise

### 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.
- Occasional early mornings/evenings and travel involved.

### Person specification

Knowledge	<ul style="list-style-type: none"> <li>• Knowledge and/or interest in, governance and/or boards is preferable.</li> <li>• Technically proficient especially using databases, book systems, CRM systems and Excel</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Proven experience of leading successful events and managing medium-to-large scale conferences/events - from conception to completion is essential.</li> <li>• Experience of managing people in the office and during the events</li> <li>• Experience of developing team members</li> <li>• Substantial experience in a research or content-based role is essential</li> <li>• Substantial experience of developing content-led events for professional markets</li> </ul>

Skills	<ul style="list-style-type: none"> <li>• Excellent organisational and planning skills</li> <li>• Proven people management and leadership skills and experience</li> <li>• Excellent verbal and written skills</li> <li>• Relationship building, networking and negotiating skills</li> </ul>
Behaviours	<ul style="list-style-type: none"> <li>• Recognise the particular challenges, opportunities etc. that come with working for a membership organisation</li> <li>• Act in accordance with ICSA values: <ul style="list-style-type: none"> <li>- Transparency</li> <li>- Integrity</li> <li>- Authority</li> </ul> </li> <li>• Demonstrate flexibility and open mindedness</li> <li>• Resilience</li> <li>• Adaptable</li> <li>• Give feedback and support</li> </ul>
Special circumstances	<ul style="list-style-type: none"> <li>• Able to work early mornings and evenings occasionally</li> <li>• Occasional travel involved</li> </ul>

### 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. Please, send your application at [jobs@icsa.org.uk](mailto:jobs@icsa.org.uk) by no later than 14 April 2019.