

JOB TITLE:	CONFERENCES LEAD
JOB HOLDER:	
DATE UPDATED:	JANUARY 2023
REVISION (HR Office Use):	VERSION 1

1 MAIN PURPOSE OF THE JOB

Responsible for leading and growing the strategic conference programmes from inception to delivery for CIOB both in the UK and Internationally. The role is focused on developing online and face to face conferences that increase member growth & engagement, raise awareness of CIOB's brand and messages and are commercially successful. The role is for a built environment industry expert who can bring their knowledge, experience, and speaker contacts to CIOB and develop annual programmes to work alongside CIOB's new corporate plan and deliver member satisfaction whilst enabling new routes to non-members.

The role is responsible for recruiting, managing, and developing the conference producer and conference/event manager. The producer role isn't in place and so initially this role will be hands on in curating content and devising programmes. The role also supports the wider international membership teams to help programme events successfully around the world to minimise duplication and maximise knowledge sharing and content.

2 POSITION IN ORGANISATION

Working collaboratively with the events team and wider marketing team (digital, content & marketing programmes) as well as policy, membership, partnerships, academy (training) and education to promote a cohesive and consistent portfolio of products and messages.

- Reporting to Director Marketing & Digital
- Management of the Conference Manager and Conference Producer
- Working with membership colleagues around the globe
- Working closely with Director Policy, Associate Director International, Associate Director Retention on regional and international events strategies and delivery
- Close working with external stakeholders
- Management of external suppliers & venues, agencies and sponsorship delivery

3 DIMENSION & LIMITS OF AUTHORITY

- Business plan/budgets for conferences to be agreed with the Director Marketing & Digital
- Manage conference budgets and input to international hub event budgets where relevant
- Can sign off expenditure up to £5,000 in line with Delegated Limits of Financial Authority
- Responsible (along with the Head of Events and Head of Digital) for choice and implementation of event IT platforms (Eventbrite) and Virtual event platform (Hopin)

4 SKILLS & EXPERIENCE

- Experience in creating commercially successful conference programmes in the built environment
- Experience in achieving KPI's, producing sales plans and targets and developing business strategy to achieve growth expectations
- Experience in developing and implementing international conferences programmes recruiting high level industry speakers and building strong relationships with partners and sponsors
- Experience of managing a variety of conference formats from concept to delivery, face to face and online (including an in-depth understanding of online event platforms)
- Experience of team management and development

PART 2: DUTIES & KEY RESPONSIBILITIES

- Experience of supporting remote teams across the globe
- Ability to identify new market sectors to extend the CIOB conference offering and development of audience data for these
- Ability to drive delegate sales for the conferences and brief in teams around the business to act as an international sales arm
- Commercially astute, with negotiating and budget management experience
- Competitor benchmarking and identification of CIOB USP's
- A highly driven, flexible and enthusiastic event professional
- Analytical and detail orientated
- A strong understanding of member/customer and market dynamics and requirements
- A strategic thinker and team player
- Excellent copywriting and verbal communication skills, including delegate promotional materials (emails) presentations and report writing
- Excellent time and project management skills with the ability to meet deadlines within budget and under pressure
- A willingness to travel and work in a global team of professionals building effective relationships with partners and suppliers and be culturally sensitive
- Creativity and initiative in an event/marketing environment
- Excellent interpersonal skills at all levels, outgoing and enjoy social interaction
- The ability to further develop business opportunities and to launch new initiatives
- The ability to secure and optimise strong business relationships/partnerships
- Good multi-tasking skills and ability to prioritise and resilient under pressure

DUTIES & KEY RESPONSIBILITIES

Strategy

- Develops & drives the conference programme strategy for the organisation, promoting a content first (format 2nd) approach, ensuring this is aligned to the Corporate and Operational Plans with the ultimate goal of making profit and driving member and non-member engagement via conferences and thought leadership
- Disseminate conference strategy around the business globally gaining understanding and buy in to the organisational direction and approach
- Conduct and evaluate customer research, market conditions, pricing, sponsorship, and competitor data to produce effective and engaging plans, and identify gaps and new market sectors to develop
- Work closely with the Policy team and outside experts to devise events which position CIOB as a thought-leader on construction and which support the other aims of the Institute (creating internal events or supporting/attending external events) with a specific focus on building safety and quality
- Work closely with all hubs (both UK and internationally) to devise a consistent approach to conference (both programming and management)
- Work with International strategy team to develop event roadmap/launch to support wider strategic aims
- Work with Academy & CPD teams to ensure events are linked to training courses and encourage cross promotion and all online conference content is uploaded across relevant platforms
- Work closely with sponsorship team to build events with revenue opportunities
- Work alongside Tomorrow's Leaders engagement strategies to develop supporting event initiatives
- Work with thematic leaders across CIOB including EDI & Sustainability to create high profile conferences
- Work across the entire marketing department to help influence other strategies (with Heads of Events, Digital & Marketing Programmes)
- Development of strategic events reports & wash up reports, conducting regular analysis and presenting KPI's and recommendations to inform future activity.
- Present conference insight to Leadership and Senior Management teams as appropriate.

Planning Campaign Management & Implementation

- Optimise conference processes online and offline with wider event and digital teams ensuring regular review of all event platforms and suppliers

- Development of international conference programme that supports our Policy positions and corporate plan and drives our “voice” across key initiatives
- Delivery of high-quality conferences that use innovative techniques and approaches to engage our audiences
- Hands on event management as required

Internal/External relationships

- To provide support and guidance to CIOB staff outside the events team who may organise regional or other conference, ensuring consistency and excellence of delivery
- Along with Events Manager be a main point of contact & negotiator for event related suppliers
- Attend our own & competitive events (locally and globally) to inform ongoing strategy and delivery
- Proactively establishing and maintaining effective working internal and external relationships with all support departments, industry partners, trade associations and our advisory boards and other membership bodies - both locally and globally
- Ensures customer needs are met by monitoring progress of customer requests, queries, and questions.

Team Management

- Manage the performance and development of the Conference team in line with our Values Framework and Corporate Plan, motivating and engaging team members to deliver excellent performance.
- Coach and develop team members, ensuring they have the required levels of skill, behaviour, and knowledge; and personal development plans which they can take accountability for.
- Drive effective team communication through regular and engaging one to one's, team meetings and performance conversations.

Financial Management

- Review monthly departmental financial performance, ensuring that key operational and financial targets/KPI's are met while facilitating decision making, forward planning and performance measurement.
- Support Budget Holders in producing, monitoring, and managing high quality accurate budgets; with accountability for reviewing and approving budgets and reforecasts, ensuring they align with the Institute's Operational and Corporate Plans.
- Ensure consistent application and compliance with financial procedures, championing excellent management of financial resources and promoting efficiency and accuracy.

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.