



Job Description

Job title:	Events Executive
Department:	Member Services and Communication (MS&C)
Reports to:	Senior Events Manager
Key internal relationships:	Member Services and Communications team Facilities and Finance CPD team College staff
Key external relationships:	Council and Board Members College members Venues and event suppliers Event technology suppliers including event app, event badges, AV, webinar and online event management Sponsors and exhibitors Commercial organisations Other optical bodies

Purpose of the role

The College of Optometrists is the membership organisation and qualifying body for optometrists in the UK. Working in the Events Team, this role will be responsible for supporting the organisation, delivery, evaluation and development of a range of in-person and digital events to meet the College's objectives.

- To deliver all activity to deadline and in accordance with agreed budget and quality standards.

Main responsibilities

1. Supporting the Events Team in the co-ordination and delivery of key College events, such as the Diploma Ceremony and flagship conference, Optometry Tomorrow.
2. Organising the delivery of smaller College events with support from other team members, such as:
 - Regional events programme
 - Webinars
 - Online peer reviews
 - Other ad-hoc/new events that the team delivers.

Tasks will vary per event, and are not limited to, but include exporting and manipulating data from the CRM (MS Dynamics), venue liaison, speaker liaison, contract negotiation, delegate liaison and processing delegate bookings, sourcing and co-ordinating facilitators, collecting, collating and acting on delegate feedback, liaison with the College's communications team around event promotion, sending CPD certificates for delegates post-event as well as event logistics specific to each event.

3. Maintaining an accurate record of income and expenditure relating to individual events, liaising with the Finance team.
4. Assisting in the development of events by:
 - Maintaining the event management system via the College's CRM and website for the College's events, and flagging issues when they arise
 - Analysing member feedback to generate ideas for event content development
 - Inputting into the procedure for improving event processes to improve the efficiency of the team
 - Supporting the planning and delivery of any new events or projects that the team may run
 - Liaise with the communications team on promotion of events to relevant audiences.
5. Negotiate with suppliers to ensure value for money.
6. Ensuring that at all times you take care of your health and safety and that of others by complying with health and safety obligations, particularly by reporting promptly any defects, risks or potential hazards.
7. Other duties
 - Participate in training and other development activities as requested
 - Ensure that at all times you act in line with the overall aims, values, policies and procedures of the College.
 - Act as an advocate for the College and our members.

On average the Events team work 1-2 evenings a month. These are usually online and can be run at home. The Events Executive will be expected to lead or participate at these. In addition our flagship events are often held over the weekend to enable our audience to attend. There is a TOIL (Time Off In Lieu) policy in place for these additional hours.

This is not an exhaustive list of objectives and responsibilities. You will need to carry out from time to time and as directed, any other duties as required in addition to those specified above that will be both reasonable and within your capabilities.

Last updated: June 2024

Person Specification

Experience

Essential:

- Relevant experience in an events role
- Experience of administering and supporting the delivery of a diverse range of internal and third party events, in-person and online, ideally within a similar size and type of organization
- Experienced in handling data, and creating analytical reports
- Effective use of IT systems including Microsoft Office, in particular Word, Excel, PowerPoint, Outlook and Teams
- Updating budgets
- Willingness and ability to operate in accordance with the values of The College of Optometrists.

Desirable:

- Experience of working with Microsoft Dynamics or other CRM systems
- Experience of negotiating contracts and booking events facilities
- Website content management system experience
- Experience of event management systems
- Experience of Survey Monkey or similar software
- Working within a membership organisation and/or the charity and not-for-profit sector

Personal Attributes:

- Accuracy and attention to detail
- Excellent logistical and organisational skills
- Excellent communication skills, both written and oral
- Excellent customer service skills
- Capable of managing conflicting priorities to meet deadlines
- Ability to work effectively alone and as part of a team
- Ability to relate effectively to people at all levels
- Ability to use initiative to solve problems
- Able to listen and learn from feedback
- Assertiveness
- Reliability
- Flexibility and adaptability
- Able to lift small boxes and other items in accordance with risk assessments
- Willingness to travel with overnight/short stays away from home on occasion
- Committed to supporting a diverse and inclusive culture; working in line with our values.

Additional Information

Typical working hours for the above post will be 9am – 5pm, Monday to Friday. We operate a flexible working window from 8 am to 6 pm where you can vary your start and end time, (working a 7 hour day), with agreement from your line manager.

We also offer hybrid working (a mixture of home and office working). Typically College staff will work around 20 - 40% of their time at the workplace (whether this is the office at Craven St, or a face to face meeting, exam or event at another business related site or organisation) per week.

The post holder will be required to work late in the lead up to, and during planned events. Applicants should therefore have some flexibility with regard to working hours. The College runs a programme of in-person evening events across the calendar year, a programme of digital events during the evening as well as a couple of events across a weekend. The Events Executive will be expected to attend approximately half of the events equating to a rough commitment of two evenings per month as well as the weekend events. The post will involve UK travel. The College has a TOIL policy and provides time off for events taking place during the evening and weekends.

We are working on a hybrid working model basis at the moment. You will therefore need access to broadband connection when working from home and we can supply a laptop.

Equal Opportunities and Inclusion

The College is committed to providing equal opportunities in employment and to avoiding unlawful discrimination. We value the differences that a diverse workforce brings to the organisation.

Our values

