

JOB DESCRIPTION

Position: Event Coordinator

Band: 5

Department: Events and Engagement

Reports to: Event Manager

Hours: 35 hours per week (full-time)

Location: Homebased (with travel to attend meetings/ events as required)

Overview:

The Institute of Leadership is a dynamic and forward-thinking membership association dedicated to helping more people become better leaders more of the time. We are the professional body for an active, international community of over 50,000 leaders, managers, coaches and mentors – and we are much more than that. We create world-class tools, deliver award-winning e-learning and undertake practical research to help unlock individual leadership potential. The Institute serves as a hub for leadership professionals across the globe, offering valuable resources, networking opportunities, and development programs to enhance careers and ‘Inspire great leadership, everywhere’.

Job Purpose:

The Event Coordinator will be reporting to the Event Manager and play a pivotal role in bringing our events to life, delivering amazing experiences for our Leadership Community, and delighting our sponsors. You will be responsible for coordinating and running a variety of events that are held virtually and live across the UK, supporting the planning and flawless execution of event activity, whilst providing effective administration support in their day-to-day activities. Due to the nature of events, you may be occasionally required to work outside of normal working hours.

The Event Department plays a key role at The Institute in managing key objectives in line to the organisation’s strategy including progressing membership, delivering content, and contributing a significant revenue stream.

Role and Responsibilities:

- **Drive Event Engagement and Reach:** Enhance the visibility and attendance of the Institute’s events and webinars by creating and distributing engaging event listings and updates across online channels.
- **Coordinate Seamless Virtual Experiences:** Ensure smooth and professional execution of webinars and virtual events by coordinating logistics, providing technical support, and resolving issues promptly for hosts, speakers, and attendees.
- **Prepare Speakers for Optimal Performance:** Maximise speaker readiness and event flow by arranging and leading thorough rehearsals, providing pre-event and post-event support.

- **Expand Thought Leadership Content:** Research current leadership topics to curate a compelling agenda of speakers and subjects that align with the Institute’s mission and engage target audiences.
- **Maximise Sponsor Value and Satisfaction:** Build sponsor relationships and ensure effective delivery of their sponsor packages, aligning expectations with outcomes for a rewarding sponsor experience.
- **Streamline Event Logistics and Collaborations:** Coordinate seamlessly with vendors, exhibitors, and stakeholders to support smooth execution of events.
- **Ensure Accurate Delegate Communications:** Oversee accurate registration and distribution of joining instructions, ensuring proofing and quality checks for a professional delegate experience.
- **Analyse and Improve Event Performance:** Track and report key performance metrics of events to support ongoing improvement and data-driven planning for future events.
- **Deliver Timely and High-Quality Communications:** Ensure all event-related communication with delegates, partners, and team members is clear, timely, and professional, enhancing the Institute’s reputation.
- **Maintain Accurate CRM Data:** Update and maintain the events pipeline on the CRM, reporting on event results and outcomes to inform strategic planning.
- **Organise and Manage Event Materials:** Efficiently manage event packs, materials, and equipment logistics, ensuring timely preparation, delivery, and stock replenishment when needed.
- **Uphold Quality Standards in Event Content:** Support the Event Manager by proofing materials for accuracy and consistency, contributing to a high standard of event resources.
- **Promote Brand Values:** Uphold The Institute’s values and mission in all interactions, fostering a positive professional reputation within the industry and wider community.
- **Additional Responsibilities:** Any other duties, as may be required by your manager for the successful performance of your role, ensuring flexibility and adaptability in contributing to the Institute’s goals and objectives.
- **Event Attendance Commitment:** Attend events as required within the UK, accommodating occasional overnight stays and extended hours to support event demands.

Key Skills and Experience:

Essential

- Innovative and creative problem solver, considering the wider costs and benefits of potential actions.
- Excellent organisational skills and an appreciation of project management to ensure that event activities are delivered on time, within scope and on budget
- Excellent communication skills – able to communicate and interact with a variety of stakeholders and audiences at all levels and effectively pass on clear information to others
- Able to build professional and collaborative relationships with a wide range of external and internal stakeholders
- Flexibility to deliver the events programme which can occasionally fall outside of normal working hours

- Ability to act on own initiative and work unsupervised. Working independently and collaboratively with and as part of the wider team
- Proficient in MS Office 365, including producing PowerPoint presentations, One Drive and a variety of other productivity tools, such as SharePoint, Microsoft Teams and zoom
- Experience in using virtual event systems and video and editing tools. Training will be provided
- Knowledge and understanding of using social media as a tool for events promotion and follow up
- Takes ownership and responsibility for personal actions and contributions to projects
- A 'can-do' attitude with a high level of personal motivation and pride in their work.
- Demonstrate and understanding and appreciation in Leadership and Management
- Willingness to travel to other sites and event locations.

Desirable

- Degree in Event Management or similar
- CRM systems user experience
- Experience working in the delivery and coordination of events activities
- Full UK drivers licence