

# Role Profile

**Role title:** Senior Event Organiser

**Reports to:** Member Resources Manager (MRM)

**Job purpose:** To support the efficient and effective delivery of the hybrid events portfolio; deputising for the MRM on operational tasks and having responsibility for the co-ordination of the department's logistical delivery of events, ensuring maximum attendance, and delivering to departmental strategy.

Financial:	£4000 sign off limit Managing event budget ranging from £1,600 to £35,000
Staff:	None
Other:	Products - Organisation and delivery of approximately 50 events of differing size, format and complexity. Technical suppliers, internal and external stakeholders, event suppliers/partners, hotel/conference venues, presenters, volunteers.

**Principal accountabilities:**

1. To support the MRM with the development and implementation of the Member Resources strategy and tactical steps, highlighting concerns and recommendations to the MRM to ensure BACP's event portfolio remains contemporary and fit for purpose.
2. Responsible for the day-to-day troubleshooting of the event, focusing on event processes and procedures and their failure to operate efficiently or effectively; co-ordinate an appropriate response to ensure that all issues are resolved in-line with project timelines and identified KPIs.
3. Collaboratively work with relevant colleagues, internal and external stakeholders on the conceptual development of events, offering perspectives relating to all aspects of event management; be responsible for the effective development and logistical delivery of high-quality, health and safety compliant events that support the CPD needs of the BACP members and are aligned to organisational strategy.
4. Lead and participate in project planning meetings with key stakeholders contributing and making recommendations as required ensuring development and delivery remains aligned with the project plan,

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departmental strategy, and budget projections, ensuring any blocks or overspends are raised with the MRM

5. Responsible for overseeing the development of event concepts and content to include collating and processing presenter proposals as well as engaging, negotiating and contracting event speakers, who have been identified by both internal and external stakeholders ensuring events outcomes align with the project plan and departmental strategy.
6. Through existing industry knowledge and experience support the team in achieving event objectives by collaborating with the Comms team ensure the timely communication of event availability to members and non-members to ensure maximum engagement and attendance at the event in line with the budget projections. Ensuring the CMS is kept up to date with the latest information and the comms plan is delivered.
7. Organise and manage all aspects of delegate maintenance fully utilising CRM functionality; includes pre, during and post event administration, enquiries, and evaluation; identifying key learning outcomes and conduct event retrospectives making recommendations to the MRM.
8. Attend events either online or in person as part of the team or as the senior event organiser with the responsibility for managing the event day; providing support for all who attend including venue/speaker(s)/exhibitor liaison/Board and staff.
9. Collaborate with the Data and Survey's group to formulate feedback surveys for each event, ensuring the questions included will generated data to measure the identified KPIs so performance and value added can be reported to the MRM

## **BACP Principal accountability**

- To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

## **Context:**

Operating environment: Requires understanding of event concepts and progressing these into the effective delivery of events. Requires some knowledge and understanding in talking therapies. Customer base largely the BACP membership/counsellors and psychotherapists. Occasional non-members.

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**Framework & boundaries:** Autonomy to make day to day operational event delivery decisions. Consult with line manager on wider event development decisions. Constraints include budgets and strategy, both organisational and departmental.

Organisation: see organisational plan

## **Relationships:**

Direct reports: None

Manager: Role under leadership of MRM. Daily contact, weekly catch-up meetings and monthly 1-2-1 with manager.

Other contacts: External relationships with hotels and conference venues, technical suppliers, presenters and volunteers. Customer relationships with members/non-members and internal relationships with other BACP departments, mainly communications and volunteers.

## **Knowledge & experience:**

Experience and a proven track record of professional event organisation including being responsible for the co-ordination and delivery of event logistics within a team and their portfolio of work.

Minimum of 3 years proven f2f and online events organisation experience with an event range of up to 500 delegates

Experience of using technology to deliver f2f and online events, such as events platforms, delegate chatrooms, remote registration and online CPD certificates/badging

Experience and understanding of the Equality Act 2010, health and safety, risk assessment and accessibility of events, having regard to relevant legislation and best practice.

Experience in monitoring event budgets and leading event retrospectives to produce event evaluations for future recommendations.

Experience of working in a customer focused environment, with a commitment to providing high quality customer care

Knowledge and practical experience of the application of the Data Protection Act to ensure best practice

## **Competencies:**

Excellent project planning, negotiating and organisational skills with the ability to work on own initiative; organise and prioritise own workload, and achieve the agreed standards and deadlines on multiple projects.

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A good team player with excellent inter-personable skills and the ability to engage key stakeholders and effectively communicate with a range of teams at all levels of the organisation.

Ability to support and develop others to achieve their full potential meeting both individual performance and event objectives.

Excellent communication skills both written and verbal with proven track record of success and meeting event objectives.

High level of computer literacy and confident in the use of technology to deliver events

Committed to a high quality of customer care and demonstrating excellent customer relations.

- Effective problem-solving skills and ability to react calmly under pressure
- Ability to work on own initiative and as a member of a team
- Ability to plan and prioritise a busy workload and competing demands in a project management environment
- An understanding of equality and diversity (to ensure products and services are accessible and appropriate to our audience).
- Empathy with and understanding of ethical values in relation to counselling and psychotherapy
- Awareness of self-care and the potential impact of watching content which could be personally challenging and knowing when to seek assistance and support when required.

## **Job challenge:**

Delivering events in a changing landscape due to the COVID-19 pandemic, considering alternative safe ways of delivering events utilising technology to underpin a hybrid events programme to support our members in their professional learning and development.

## **Additional information**

Requirement to work unsociable hours/weekends where necessary.

Knowledge and understanding in the talking therapies sector.