# Campaigns and Events Manager – maternity cover: Role Profile

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| Role: | **Campaigns and Events Manager – Maternity cover** |
| Contract | 13-month fixed term contract |
| Reports To:  | Head of Communications |
| Role Profile dated | 3 May 2024 |
| Signed as approved and correct by line director | David Nash |

This role profile consists of two sections:

1. The **Job Specification** sets out the purpose, business outcomes and key responsibilities.

2. The **Person Specification** sets out the qualifications, experience and behaviour expectations.

## Job Specification

### Role Purpose:

To maximise the ECITB’s external profile and presence to support the delivery of the ECITB’s strategic objectives.

* Support thematic leads in the planning and delivery of marketing campaigns including content creation.
* Manage the planning and delivery of the ECITB’s key corporate external and internal events. Support the delivery of regional events and attendance at external events to promote ECITB products.
* Oversee the event request and evaluation process throughout the business.
* Manage the Internal Communications plan and delivery of actions.

### Business Outcomes:

To be successful in this role the campaigns and events manager must:

Coordinate and deliver engaging ECI thematic campaigns to achieve the objectives set out in the ECITB’s strategy and business plan.

Coordinate and oversee delivery of impactful and diverse ECITB stakeholder events that support the objectives set out in the ECITB’s strategy and business plan.

### Key Responsibilities:

• Creating and delivering impactful and inclusive marketing campaigns, reflecting ECITB’s strategic themes, strategic objectives and wider communications priorities.

* Work with the Head of Careers and Inclusion to deliver new entrant campaigns and work jointly to develop future communications strategies.

• Leading the delivery of the ECITB’s corporate events such as the Awards Dinner and Staff Conference, ensuring these are delivered on time and to budget, and supporting corporate and regional events.

* Supporting speakers at events, co-ordinating and sourcing pointers from subject matter experts and preparing speeches, where appropriate.
* Line managing the Events & Communications Officer 1:1s (including coaching, supporting and development), PDRs and year-end assessments.

• Working closely with the Head of Careers & Inclusion to deliver the ECITB’s STEM/careers strategy, including campaigns to encourage new entrants from underrepresented groups to enter the engineering construction industry.

• Leading internal communications, implementing processes, strategies and activities to manage the flow of information through the organisation’s leadership, management and various departments.

• Maintaining up-to-date knowledge of strategic, programme and research work across the ECITB and applying this knowledge to develop relevant and timely campaigns and events.

• Building effective relationships with a wide range of stakeholders, including influencers in partner and other relevant organisations.

• Conducting evaluation activities, harnessing appropriate metrics to enable the ECITB to assess the value of its campaigns and events interventions.

• Demonstrating and communicating the importance and value of ECITB’s campaigns and events work internally to other teams.

• As part of the wider Communications team, supporting with the creation of visually appealing and engaging content including digital banners, imagery for social media, newsletters, event displays, video, podcasts and printed marketing collateral, designing and creating web content, ensuring document accessibility and consistent in-house style and brand.

• Deputising for the Head of Communications wherever relevant.

### Role Parameters:

This full-time, home-based role will require the flexibility to attend meetings in central London and involve travel on occasion within the UK, to support events and to engage with regional teams and other organisations.

The post holder will work closely with the Regional Operations team and Heads of sectors on regional/sectoral engagement activities. The post holder will support cross-organisation project work as required by the Head of Communications.

This role has line management responsibility for the Events & Communications Officer.

## Person Specification

### Experience & Qualifications

1. Degree level in a relevant subject.
2. Experience working in government (national or local), parliament, PR or for an advocacy/lobbying organisation or charity.
3. Experience working either in a campaigns or an events management role, or both.
4. Proficient and creative user of software such as Canva to create professional marketing material and videos.
5. Highly competent with WordPress and experience in maintaining websites.
6. Ability to lead, inspire and motivate others, ensuring effective delivery through your team and nurturing their professional development.
7. Excellent interpersonal skills and an ability to work effectively across teams.
8. First-rate written and oral communication. Ability to quickly grasp complex issues and communicate them succinctly and clearly in a range of formats to expert and non-expert audiences.
9. Excellent negotiating and persuading skills. Ability to interact confidently with senior stakeholders and secure buy-in.
10. Excellent analytical and problem-solving skills.
11. Experience in managing and delivering PR and parliamentary events is desirable.
12. Project management of non-technical projects with demonstrable ability to manage stakeholders.
13. Strong IT skills, including Microsoft Office, social media platforms and graphic presentation packages.
14. Experience in evaluating campaign and/or public affairs activities.
15. An understanding of or interest in the engineering construction industry.
16. Ability to anticipate longer-term changes, threats and opportunities for the ECITB, identifying and evaluating risk effectively.
17. Prior experience working on UK skills policy and understanding wider labour market issues is desirable.

### Core Competencies

These competencies apply to everyone working for the ECITB. They represent the behaviours that promote individual and corporate success and high achievement. They should be read in the context of each individual job and take account of the job’s scope and level of responsibility and complexity.

**1. Business Acumen**

Understands general business and financial concepts. Understands the ECITB and the ECI business and uses both general and specific knowledge to make appropriate judgements in decision making and dealing with employers and other stakeholders.

**2. Delivering quality results**

Maintains a high level of commitment to personally getting things done. Delivers results and takes personal responsibility for achieving outcomes. Works effectively with little direction and is dependable and responsible. Strives for high-quality and effective outcomes. Finishes what is started and demonstrates persistence.

**3. Customer Focus**

Understands that customers are internal and external. Understands customer business needs and provides appropriate solutions. Anticipates, listens to and values customers’ needs, suggestions and feedback. Ensures own work output is aligned with customer (internal or external) and stakeholder needs and anticipates future requirements.

**4. Planning & Organising**

Demonstrates effective organising and planning skills according to organisational and role needs by defining objectives and anticipating needs and priorities. Sets and achieves realistic goals and effectively anticipates deadlines and delivers required results. Where required, liaises with colleagues to use available resources effectively to simultaneously handle several projects. Demonstrates good time management and prioritising skills to handle multiple tasks and deadlines and develops contingency plans in anticipation of possible obstacles. Constructs realistic time frames for completion and monitors progress. Is able to effectively manage own time and where required, the time of others.

**5. Teamwork and Collaboration**

Works effectively and collaborates with others toward a common goal. Able to build and maintain cooperative work relationships with others, and values the input of others. Completes own tasks for group projects in a timely and responsible manner and directly contributes to reaching the group goal. Assists others to support the group goals.

**6. Problem Solving**

Demonstrates sound ability to analyse and solve problems within scope of role, through careful rational evaluation of information, and consideration of possible alternatives and consequences. Capable of generating or contributing to effective solutions to problems. Avoids making snap decisions with little or no sound rationale. Able to apply analytical and creative skills depending on the nature of the problem, and persistence to work at the problem until it is resolved.

**7. Leadership, taking responsibility**

This is both leading others and self-leadership. Regardless of the personal level of seniority, is an active member of the team, taking responsibility, communicating and respecting others’ opinions, recognising opportunities to help out, and offering to take initiative to get things done. Setting a good standard for others to follow. Understanding the organisation’s culture and people so that taking initiative is effective i.e. without stepping on toes. Where leading others, setting clear vision and purpose, establishing realistic and measurable results expectations, building rapport and sense of team, holding self and others accountable, motivating others, and removing barriers.

**8. Communication Skills**

Communicates effectively, both verbally and in writing, to a wide range of different audiences in formal and informal settings so that the audience understands the message and a degree of influencing is achieved (as appropriate to the requirements of the role). Messages are clear and unambiguous, use of English is accurate and a professional business tone is adopted.

**9. Professional behaviour**

Conducts self in a responsible manner and treats others with respect. Responds to work-related problems, pressures, and obstacles in a rational and positive manner. Upholds ECITB’s values, shows respect for diversity, and demonstrates a high level of integrity so that the ECITB ‘brand’ and reputation is enhanced. Demonstrates tenacity and resilience, supports colleagues, and is work-focused and reliable during working hours.

**10. Delivering continuous improvement / adapting to change**

Seeks opportunities to improve current processes, procedures, systems and methods to promote reliability, quality, and efficient output. Dedicated to the improvement of current work processes. Having a disciplined and detail orientation to own work and constantly looking for ways to improve or willing to alter current practice. Encourages others to apply similar discipline to achieve continuous improvement. Looks for new and innovative ways to deal with changing demands and achieve objectives.

### Role-specific competencies

**1. Policy and Political Insight**

Understands the current policy and wider political agenda as it applies to the remit of own role. Can place it in context with the industry and the ECITB strategic objectives through effective analysis and make sound judgements based on that analysis. Able to assimilate central policy and understand implementation in the context of own role.

**2. Research and Intelligence gathering**

Understands research methods (quantitative and qualitative) and can translate primary and secondary research into meaningful intelligence for the ECITB. Experience in undertaking/managing research, including evaluation studies. Able to manage and work with external research partners.

**3. Relationship Management and Stakeholder & Customer Engagement.**

Takes a systematic approach to both stakeholder and customer engagement. Establishes wide-ranging and diverse external and internal contact networks to provide rapid access to information important to the ECITB business.

Builds and maintains partnerships and appropriate relationships with stakeholder and customer organisations at various levels that facilitate productive engagement with ECITB, and which support ECITB business goals.

Recognises and understands the social and political dynamics within stakeholder and customer organisations, and uses this to support ECITB’s business objectives and the customer’s objectives where applicable.