# Events & Communications Officer role profile

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| Role: | **Events & Communications Officer** |
| Reports To: | Campaigns and Events Manager |
| Role Profile dated | July 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 plan, coordinate, manage and successfully deliver ECITB events. This includes in-house events that the ECITB initiates as well as attendance at external events (whether as sponsors, speakers, exhibitors etc).

• To support a range of communications objectives, including internal communications and staff conferences. To provide support to the Campaigns and Events Manager during the delivery of strategic campaigns.

### Business Outcomes:

To be successful in this role the post holder must support the team to ensure:

* ECITB events are effectively planned, promoted and delivered to budget and to a high standard with appropriate contingencies in place.
* Internal communications are effective in conveying ECITB news and key messages and in strengthening connections between different teams within the organisation.

### Key Responsibilities:

#### Events management

* Plan, organise and deliver events in the ECITB events calendar, including the Annual Awards dinner and other key national and regional ECITB events as required.
* Develop and manage internal planning documents relating to events.
* Assist in ECITB promotional activities such as sponsorship opportunities.
* Support regional stakeholder events, including early identification of collateral and resource requirements.
* Arrange delivery and collection of materials to and from event venues.
* Manage ECITB’s website events page, making sure it is up to date. Ensure relevant information from the events page is promoted on ECITB’s social media platforms.
* Liaise with the Communications team for design and production of new promotional materials and publications.
* Organise and manage ECITB staff conferences.

#### Communications

* Support with internal communications, liaising with different teams and ensuring relevant information is shared with staff.
* Manage and promote the regular Knowledge Share sessions for all staff, liaising with speakers and ensuring these run smoothly.
* Monitor and report on internal comms stats monthly.
* Provide communications support to the Campaigns and Events Manager, including liaising with the Communications & Social Media Coordinator, webinar production, and liaising with external partners.
* Work closely with Campaigns & Events Manager to identify opportunities for new campaigns, making sure they are aligned with ECITB’s Business Plan.
* Add events to the ECITB planning grid so the senior leadership and other staff are aware of upcoming events.

#### Other

Support the Campaigns and Events Manager with other duties reasonably expected of you in this role, as required.

### Role Parameters:

Full-time, permanent contract.

Home-based with periodic travel required to Central London and events locations.

This role requires a Basic DBS check to be made before employment can start.

## Person Specification

### Experience & Qualifications

• GCSE level of education (at Grade C or above) or equivalent including Maths & English.

• Strong IT literacy is essential.

• Experience in managing and delivering corporate events, including in person, virtual and hybrid set-ups.

• A motivated and professional self-starter, who approaches work tasks with enthusiasm.

• Ability to think creatively and come up with new ideas and approaches to routine and non-routine work.

• Excellent organisation skills, ability to balance multiple projects and meet competing deadlines.

• Some budget management experience is desirable.

• Experience of social media management and other communication tools (Hootsuite, MailChimp, Canva etc).

• A committed team player, who can contribute effectively in team settings.

• Strong oral and written communication skills, with the ability to tailor messages for different audiences.

• Good problem-solving abilities and the ability to remain calm under pressure.

• Has the confidence to make decisions in their area of responsibility and explain them when required.

• Experience in managing projects desirable.

• Committed to their own professional development, always looking for opportunities to enhance their skill sets including through formal and informal training.

### Job Factors

1. Education

This factor relates to the level of education/formal training/qualification that indicate the "mental ability" required for the job to be performed competently. This is the intellectual capacity. Formal or experience routes may be considered.

GCSE - higher grades; BTEC Dip; NVQ2;

2. Proven Ability

This factor gauges the skills and aptitudes needed for the jobholder to successfully apply the mental ability assessed under the 'Education' factor so as to perform the job competently. These attributes may have been gained through successful exposure to work of a similar type or via another route.

Skills and aptitudes are required such as will provide an understanding of principles and practices that contribute significantly to the work of the department.

3. Managerial and Supervisory

No direct reports but may be required to provide introductory training or -involving minor work allocation - to juniors or trainees - and/or influence/guide work of other employees, usually in a small team.

4. Accountability

Partial accountability for a function/procedure where errors may involve major expenditure. financial loss or embarrassment including loss of customer accounts.

5. Independence of Action

Plans and arranges own work to meet set objectives, rather than working to prescribed procedures. Required to show initiative in the use of skills related to the work

6. Complexity

Work is varied and complicated, requiring substantial creative/analytical ability. May handle one-off complex tasks/ assignments exclusively - or in addition to main duties.

7. Relationships

Contacts internally & externally. Making & influencing external contacts is a major part of the role.

8. Direction

Under general supervision. Clearly laid down procedures covering all work,

9. Pressure of Work

Moderate pressure. Required to meet externally fixed targets.

10. Working Environment

Good office environment, typically spacious room, single occupancy, OR Work from home

### Core Competencies

These competencies apply to everyone working for the ECITB. They represent the behaviours that promote individual and corporate success and high achievement.

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 others’ input. 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, recognizing 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 a 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 are 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.