

Job Description

Events Manager



Role Details

Role title	Events Manager
Department	Marketing
Reports to	Head of Marketing
Line manager for	N/A
Salary	£40,000
Hours	36.25 hours

Vision and Mission

Vision

As the pioneering workplace and facilities management body, our vision is to drive change for the future. To be the trusted voice of a specialist profession recognised, beyond the built environment, for its ability to enable people to transform organisations and their performance.

Mission

We empower and enable workplace and facilities professionals to expand their potential and have rewarding, impactful careers. We are a business enabler. Together we optimise the profession's impact.

The company has a strong culture based on our values

- Confident and Bold
- Human and Inspiring
- Knowledgeable and InSync
- Active and Energetic

Social Value

We are a Disability Confident employer, Investor in People accredited, Living Wage employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

Why IWFM?

IWFM proudly champions the changing demographic of the workplace. After decades of working incredibly hard in the background to ensure buildings worked well (and safely), this critical profession must now take centre stage to ensure:

- People want to come to work and do their best work
- We drive business success through enhancing the experience
- We do everything we can to help save the planet

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Job Purpose

We believe that events provide a real opportunity to create value, togetherness and impact for our profession. IWFM deliver a variety of events to different stakeholder groups from roundtable sessions with senior professionals to professional development events delivered in collaboration with IWFM's network of fantastic volunteers.

The events Manager will play a pivotal leadership role in shaping and delivering a varied events programme. This includes oversight of event design, budget planning, marketing campaign management, operational delivery, ensuring an exceptional experience for members, sponsors, and stakeholders

The position would suit a senior events professional with a strong commercial background. You will be able to build our approach to sponsorship from the bottom up and have the hunger to set and deliver financial targets. You will be able to operate both strategically and tactically, developing a coherent programme of events that supports the delivery of our strategy.

You will also have the capability to harness the enthusiasm of volunteers and be able to introduce a framework for event management that enables consistency with the freedom to deliver.

Key Responsibilities:

Event Strategy: Create a strategy that places events at the heart of delivering to IWFM's members and customers.

Marketing: Develop and lead on marketing plans and campaigns. Experience with lead generation campaigns and social media management.

Event Planning & Execution: Take charge of the entire event lifecycle, from planning and conceptualisation to execution and post-event evaluation, ensuring seamless and successful events for both face-to-face and virtual events.

Sponsorship Acquisition: Proactively seek, negotiate, and secure sponsorships for IWFM events, aligning sponsor interests with event objectives.

Stakeholder Engagement: Collaborate closely with various stakeholders, volunteers, and teams to ensure events align with objectives and effectively deliver on sponsorship commitments.

Budget Management: Manage event budgets efficiently, optimising resources while delivering high-quality events and maximising revenue from sponsorships.

Sponsor Relationship Management: Cultivate and maintain strong relationships with sponsors, ensuring their needs are met and that sponsorship agreements are fulfilled.

Team Coordination: Collaborate with cross-functional teams, including marketing, communications, and operations, to ensure all aspects of events and sponsorships are coordinated effectively.

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Performance Analysis: Track and evaluate event success metrics, sponsorship ROI, and overall performance, providing insights for future improvements.

Requirements:

- Proven experience (5+ years) in event management and sponsorship acquisition, demonstrating a successful track record in both areas.
- Strong Marcoms expertise and proven ability to manage multiple marketing projects.
- Strong organisational and multitasking abilities, managing multiple events and sponsorships simultaneously.
- Exceptional communication, negotiation, and stakeholder management skills.
- Creative thinking and ability to design attractive sponsorship packages aligned with sponsor needs and event objectives.
- Proficiency in budget management and financial acumen related to events and sponsorships.