

Job Description

Events & Sponsorship Manager



Role Details

Role title	Events & Sponsorship Manager
Department	Membership & Partnerships
Reports to	Volunteer Manager
Line manager for	N/A
Hours	Part-time 18hrs a week, either mornings or afternoons with very occasional evening engagements. Opportunity to work flexibly.
Location	Home based with occasional travel to events and team meetings.

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 professionals to upskill and reach their potential for a rewarding, impactful career. We do this by advancing professional standards, offering guidance and training, developing new insights and sharing best practice.

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 and a Living Wage employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

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Job Purpose

IWFM deliver a variety of events to different stakeholder groups. These include IWFM's flagship annual impact awards which is delivered by a third party with more than 900 guests in attendance, roundtable sessions with senior professionals and professional development events delivered in collaboration with IWFM's network of fantastic volunteers throughout the UK and overseas.

Currently, IWFM's volunteer network secures sponsorship for events and there is real appetite to take our approach to sponsorship to the next level as we realise it should be an important source of revenue for the Institute given our strong and unique brand as well as our market access.

The position would suit a senior sponsorship and events professional with a strong commercial background. 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 be able to build our approach to sponsorship from the bottom up and have the hunger to set, deliver and exceed financial targets.

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. Being a volunteer means that you don't often have the time to commit and so you will know the time to pick up the phone, roll your sleeves up and offer the hand of support to get the admin in place – so having strong relationship management skills and keen eye for administrative detail is also important.

Key Responsibilities:

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.

Sponsorship Acquisition: Proactively seek, negotiate, and secure sponsorships for IWFM events, aligning sponsor interests with event objectives, ensuring that all sponsorship agreements are in place.

Stakeholder Engagement: Collaborate closely with various stakeholders, volunteers, contractors, 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 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.