



Supporting Solicitors



Event Officer

Job purpose: To take the lead in organising an annual portfolio of 70 small or repeating CPD conferences and special events. The job holder will be responsible for income generation, project management, programme development, marketing, venue sourcing and negotiation, speaker handling, all logistical arrangements, and financial management of all assigned meetings while providing a high level of customer service to internal and external stakeholders.

Key Accountabilities

The event team runs 400-450 CPD conferences, networking and social events year. Event Officers are responsible for helping to achieve the team's income targets of nearly £3m a year with an expenditure of £1.5m while delivering well-attended successful events.

- **Project Management/Programme Development:** Responsible for the organisation and execution of up to 70 events a year with an average planning cycle of four months. This includes working with volunteers and fellow staff on programme content and ensuring they meet strict deadlines, liaising with speakers, communicating with delegates, managing and implementing all event logistics such as catering (timings, set ups, menu content, location and execution of service, dietary requirements), onsite event management and troubleshooting any problems whenever they might occur.
- **Event organisation:** Use highly developed project management skills to ensure that all assigned events achieve the highest professional standards. This includes: ensuring delegates and speakers have been provided with the correct and relevant event information in a timely manner, venue staff are communicated with in the lead up to the event and on the day and so that they perform well onsite, that each programme chairman runs sessions to time, and all catering break times are adhered to. Ensure the onsite AV team have all relevant presentations and speaker information, and all other suppliers (DMC's, entertainment/coaching etc.) keep to allocated times and have been provided with a detailed brief prepared by the event officer prior to the event. Ensure speakers arrive on time, and any last minute changes, no-shows are dealt with. Trouble shooting problems that arise to prevent attendees being aware of any difficulties. Sending and analysing the post event questionnaire.
- **Marketing:** Draft, proof, and work with an internal/external designer on producing all event flyers, brochures and invitations both printed and online. Write copy for eNewsletters, website, emails, formal invites and external advertising; Upload website content and keep information up to date.
- **Financial management:** Manage financial aspects of all assigned events, including: making decisions on how and on what to spend money, budget creation, forecasting, accruals and reporting for all assigned events. Ensure all debt is collected prior to the event.



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Knowledge, Skills & Experience

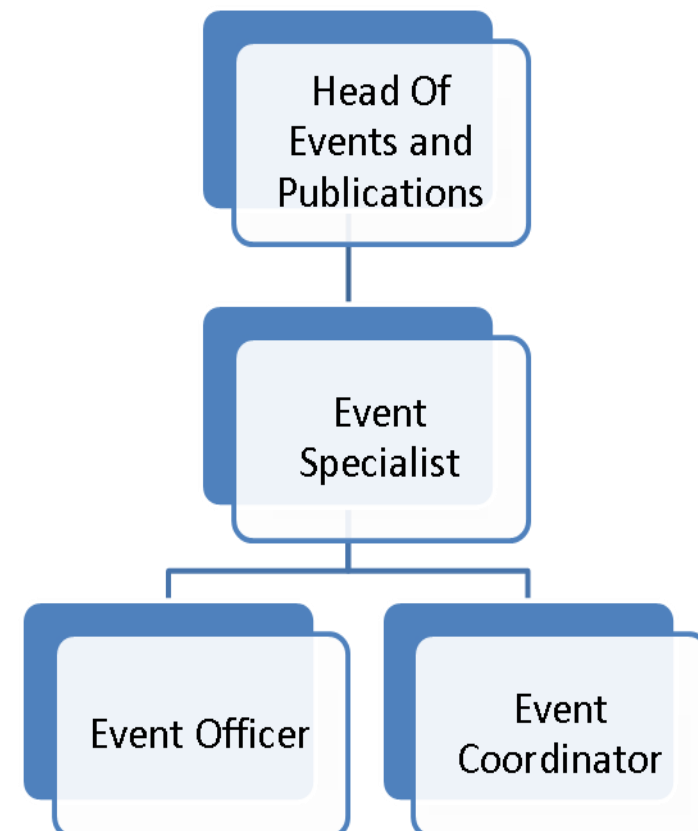
Essential

- Significant experience working in the events industry for a not-for-profit professional association
- Proven track record of being solely responsible for delivering all aspects of an annual portfolio of events at a similar volume as the Law Society. A person who is comfortable and flexible enough to juggle many projects simultaneously while demonstrating the ability to prioritise and meet deadlines
- Strong communicator with excellent interpersonal skills both in person and on the telephone
- Demonstrable persuading and influencing skills and the ability to use them on individuals at a variety of levels both internally and externally
- Experienced at preparing both print and online marketing collateral
- Familiar with the budgeting, forecasting and reporting process for events
- Strong team player
- Good IT skills especially Word and Excel and have an affinity with databases and proven ability to maintain accuracy
- Excellent attention to detail
- Proven experience of using judgment and problem solving skills to deal with issues/challenges that arise in the lead up to and while working onsite at an event or in a busy and pressurised environment.
- Desire to work in events industry as a member of a effective and proactive team dealing with a high volume of events

Desirable

- Demonstrable ability to remain calm, focused and positive under pressure

Organisation chart





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Planning & Organising

- Managing the demands and competing deadlines for up to 70 events by prioritising
- Organising workload to ensure projects are achieved by the agreed deadline
- The job holder must be comfortable setting deadlines not just for themselves but for the volunteers and fellow staff they work with and ensuring that all agreed deadlines are met
- Working with volunteers and staff on other teams in developing the content and marketing for our conferences is often a complex juggling act that requires well developed and effective persuading and influencing skills
- Evaluating processes used in the development and planning of all events and making changes where needed, the jobholder ensures that the Law Society's primary stated strategic aims are achieved
- The ability to forward plan/project manage is essential as is the ability to always keep an eye on the future while also achieving all current tasks. This ensures that while fulfilling all immediate tasks the job holder is also paying attention to events that are in the future to ensure they stay on deadline

Dimensions

- Responsible for deciding expenditures on a series of events with a total budget of 15K
- Responsible for selecting venues, deciding which speakers to use from the preferred supplier list, and how to allocate marketing budgets
- Using judgment and problem solving skills to deal with issues/challenges that arise in the lead up to and while working onsite at an event
- Attend and provide support at events when required around the UK. Ability to work events outside of daytime working hours and at weekends