

## **Events Executive**

Cornwall Chamber of Commerce represents the local business community and provides opportunities for our members to network, learn from one another and do business together. You can find out more about us here [www.cornwallchamber.co.uk](http://www.cornwallchamber.co.uk)

### **JOB DESCRIPTION**

#### **Summary of the role**

The aim of the job is to design and ensure the smooth running of the Chamber events programme. This involves developing the programme, co-ordinating the marketing plan, and preparing for and managing the events on the day. Helping to promote the Chamber and understand our strategies are also important parts of the role; as well as assisting other Chamber team members when required. Events will include income generating, strategic and partnership events.

#### **Reporting**

The Events Manager will report to the Chief Operating Officer of Cornwall Chamber of Commerce.

#### **Key responsibilities**

Help develop the programme of events, identify topics and venues, research and engage speakers and trainers.

Deal with all aspects of booking venues: visit, negotiate prices, arrange catering and any other requirements where necessary maintaining a robust approach of maximising value for money.

Create and maintain the ongoing plan of events. Ensure the deadlines are met for copy, booking venues and engaging speakers, number of delegates and strategic aims.

Prepare a budget for each event and ensure the financial targets are met.

Liaise with the Chamber team and the Chief Executive Officer on the programme and to agree topics and format.

Upload event details for on-line booking on to the Chamber website and keep up to date.

Create and send out regular mailings about the events and Chamber news through the Chamber e-marketing system Mailchimp (training will be provided), in conjunction with the Marketing Manager and team.

Provide promotional material for the events to local media. Develop opportunities for promotions on-line.

Use social media (including Twitter, Facebook and LinkedIn) to promote the events, the speakers the Chamber and our members.

Generate ideas for marketing the Chamber and the events. Be pro-active and identify opportunities to do this.

Reconcile the income and numbers for each event for accounting purposes. Record petty cash, and deal with credit card and other payments.

Write copy about the events for the website and news items. Provide a brief for the press and copywriters when required.

Attend events, and ensure that they run smoothly on the day. Hire or take equipment required, prepare sign-in sheets, provide badges and attendee lists, brief the venue and the announcer with any relevant information.

Through the accurate use of the ChamberMaster, the Chamber's Customer relationship management system, manage the events booking process for members and non-members. Monitor numbers and payments, deal with any queries, and send confirmations. Manage non-arrivals and booked attendees. Manage invoicing through the accounts department.

Arrange photos, podcasts, and videos of events and live tweeting, blogs and other social media to promote as applicable.

Work with the Chamber team to identify opportunities for Chamber members to get the most from their membership.

Co-ordinate the Chamber Board and Council, appoint table hosts and agree their roles at each event.

Co-ordinate and communicate with our speakers and trainers (including Masterclasses), to ensure they understand what is expected of them, and that we meet their requirements.

Collect testimonials and feedback from members and non-members, taking appropriate action when required.

Monitor non-member visits and bookings and encourage them to join. Assist in dealing with enquires about membership.

Get to know members to understand what they are seeking from their Chamber membership and to enable you to provide a friendly and efficient service. Be alert to potential networking opportunities for members at events and encourage introductions where possible.

Co-ordinate and liaise with Business Partners ensuring effective communication of opportunities and partnership events.

Ensure that IT and presentations work and talks are received in a timely manner, prepare team briefing notes and have a robust approach to professionalism which ensures that our events are consistently outstanding.

Adhere to all Chamber policies including data protection and health & safety

Take part in team meetings. Keep the Chief Operating Officer, Chief Executive, Membership Manager, Chamber Council and members of the Chamber Board informed of relevant information.

Maintain Chamber filing and records and carry out general office duties as required.

Any other appropriate tasks as required to assist Chamber team members.

### **Place of work**

The place of work is the Chamber's offices, which is currently Cardrew House, Cardrew Way, Redruth, TR15 1SP

### **Hours of work**

The post holder will be required to work 35 hours per week. In addition you will be required to attend Chamber events, some of which are early in the morning and evening. Holiday entitlement is 20 days per year, plus 8 public holidays.

### Remuneration

The Salary initially is £18,500 per annum.

Please note, the Chamber has nine paid staff but is supported and steered by the Chamber Board, helped by a team of volunteers who are members of the Chamber.

### SKILLS REQUIRED

PERSON SPECIFICATION	CRITERIA	
	Essential	Desirable
Ability to plan and prioritise work to meet deadlines	Yes	
Strong organisational skills and ability to deal with competing priorities	Yes	
Excellent verbal and written communications skills	Yes	
Excellent interpersonal skills	Yes	
Excellent attention to detail	Yes	
Excellent IT skills including use of Microsoft Office	Yes	
Experience of using social media and uploading photos including Twitter, Facebook & LinkedIn	Yes	
Able to provide excellent customer service, and demonstrated experience on customer service	Yes	
Able to take responsibility for your own work and work autonomously	Yes	
Friendly, enthusiastic and a good memory for names and faces	Yes	
Commitment to equal opportunities and respect for diversity	Yes	
Committed to team working and assisting colleagues	Yes	

PERSON SPECIFICATION	CRITERIA	
	Essential	Desirable
Committed to ongoing personal development	Yes	
Experience of dealing with businesses in a professional capacity		Yes
Experience of managing events including booking venues and liaising with speakers etc.		Yes
Experience of dealing with members of a membership organisation		Yes
Ability to identify good speakers and topics for the Chamber events		Yes
Ability to identify how individual businesses could benefit from their membership		Yes
Use of MailChimp or similar bulk email programmes		Yes
Basic understanding of HTML, experience of updating websites (specific training will be provided)		Yes
Experience of using online software such as Google docs plus experience of using databases		Yes
Experience of dealing with payments and petty cash		Yes
Familiarity with accounting software		Yes
Experience of writing copy for marketing purposes		Yes