

JOB DESCRIPTION

JOB TITLE:	Events Officer
DEPARTMENT:	Marketing and Communications
REPORTS TO:	Events Manager
MANAGES:	None
LOCATION:	HouseMark office

Note: This post will involve travel throughout the UK and the post holder will from time to time be required to stay away from home for short periods.

MAIN PURPOSE OF POST

Purpose of the role:

As the Events Officer, you will be responsible for the project management of membership inclusive and income-generating events. Project management includes pre-event planning, adhering to set event budgets, supporting promotional activity, support to event participants including speakers, on the day logistics and planning, as well as event follow-up and evaluation.

You will work closely with other event colleagues and members of the Marketing and Communications team to deliver events that meet the objectives set out in HouseMark's corporate plan.

MAIN DUTIES

To support the delivery of HouseMark's calendar of events. This includes:

- Project manage and take the lead on the operational delivery of HouseMark events, (including, but not limited to, seminars, clubs, workshops, conferences, roundtables, breakfast briefings, dinners and networking events), ensuring deadlines are met and events are delivered in line with agreed process and timeline specifications.
- Deliver pre-event planning activities to research, source and secure venues, secure and liaise with speakers and support staff, support the development of event programmes, create internal and external briefings, create, check and proof-read all presentations and event literature and liaise with relevant suppliers and third-parties (for example, associates) to ensure an event is planned and delivered on time and on budget, meeting set objectives for each event.
- Support the Event Manager to maintain and adhere to budget by providing accurate and timely costs as part of the event planning.
- Support sales and marketing efforts for the event by supplying copy and information for the website and other online channels and championing events internally. To support the overall customer experience, proactively and positively liaise with customers at the pre-sales / pre-booking stage to promote take-up and ensure a smooth booking experience.

- Deliver after-sales / after-booking support to customers to ensure all requirements are met ahead of the event. This could include dietary requirements, accessibility, special request etc.
- Oversee the on-the-day logistics of events including venue team liaison, speaker liaison, room preparation, staging, IT, sound and other technical elements of the day, as well as catering, registration and delegate management.
- Capture insights and opportunities from events to feed into business and product development ideas for the Marketing and Communications team, and the wider organisation.
- Build strong relationships with industry leaders, delegates and other stakeholders that reflects HouseMark's desired position in the sector.
- Deliver post-event follow-up with participants to successfully evaluate event performance. Contribute to evaluation meetings and take ownership of actions to ensure continuous improvement and learning.
- Support the Events Manager to prepare internal reports to capture event performance against budget and objectives.
- Keep internal departments up to date on event activities including progress with speakers and delegates, updates on sales, logistics, and on the day requirements.
- Research opportunities within the organisation where it may be possible to develop existing or new events and maintain a good understanding of best practice and innovation in the events industry.

Corporate responsibilities

- Work collaboratively and communicate effectively at all levels across HouseMark, to ensure that all relevant teams are always aware of the opportunities and touchpoints across our events programme.
- Update CRM and other internal databases with accurate information as appropriate. Support colleagues to maintain relevant and important information about customers, the communications and interactions we have with them and capture customer and sector trends and changes.
- Promote the HouseMark brand and model the HouseMark values.
- Comply with the company's health and safety policy and procedures and to take reasonable care, to the best of their individual knowledge and ability, to avoid injury to themselves and to others by acts or omissions in their work.
- Undertake any other duties that are consistent with HouseMark's expectations for this level of post.

Post holder signature:

Date:

JOB TITLE

PERSON SPECIFICATION

QUALIFICATIONS

• Educated to degree (or equivalent) level of experience	Desirable
• An appropriate professional qualification	Desirable
• Current valid driving licence	Essential

EXPERIENCE

• At least 3 years proven track record of designing, managing and delivering events	Essential
• Experience of managing financial budgets	Desirable
• Experience of working in a customer facing role	Essential
• Experience of working in exhibition management	Desirable
• Experience of managing directly, and indirectly, support teams	Desirable
• Experience of managing projects. Contributing to the delivery of projects on time and within budget.	Essential
• Experience in a social housing environment within the UK	Desirable
• Sales and marketing experience	Desirable

COMPETENCIES / capabilities

RELATING TO OTHERS

Persuasive Oral Communication Expresses ideas or facts in a clear, succinct, and persuasive manner. Participates actively and convincingly in conversations, without dominating and by accurately synthesizing others' contributions. Uses active listening skills for the benefit of others, rather than listening simply to extract information or to confirm own ideas.

Written Communication Ability to express ideas clearly in writing, with good grammar, spelling, and punctuation, to a level where documents do not require editing or review by another.

Flexibility Ability to modify own behaviour and adopt a different style or approach in order to reach a goal, manage change, embrace diversity, and resolve conflict.

DELIVERING RESULTS

Personal Organisation for the Team Efficiently establishes an appropriate course of action for self within the larger context of working within the team. Jointly clarifies the purpose with others and works towards accomplishing goals, even when the team is working on something of no direct personal interest.

Driving Success States opinions, seizes opportunities and pursues goals, makes timely decisions, acts ethically, demonstrates accountability for outcomes, and increases overall efficiency and effectiveness.