

Events and Marketing Lead

Job title: Events and Marketing Lead

Hours: Full-time

Term: Permanent

Location: London City Office

Reports to: Head of External Affairs and Business Affairs

Works closely with: Events and Marketing Co-ordinator, Communications and Editorial Lead, Membership Team, as well as well as committee members.

About the IPA

The Insolvency Practitioners Association (IPA) is a membership organisation and a professional body recognised by the Government for the purposes of licensing and regulating members to act as insolvency practitioners. As the only such body specialising solely in insolvency, it has been and continues to be at the forefront in creating insolvency qualifications, widening access to insolvency knowledge, and understanding and leading debate on current issues. A team of over 30 staff, headquartered in the City of London, is responsible for supporting the IPA's members, affiliates and students and ensuring that the IPA's brand and reputation are both maintained and enhanced.

The role

As a membership-based organisation, events are essential to the reputation and financial success of the IPA. You will be joining an award-winning team where you will lead on delivering an ambitious agenda of events including our two Annual Conferences, a series of Regional Roadshows across the UK, Annual Dinner and Awards, and a full programme of IPA Learning Webinars to name but a few!

This is an exciting role for the right person to work in a small but dynamic organisation where you will learn a lot and be able to make a difference.

The successful candidate will have a strong track record of delivering both in person and online events as well as strong customer relationship skills, the desire and ability to make a difference and strong organisational skills. They will arrange the delivery of strong, high-quality events whilst assisting in maximising income potential and controlling overheads to achieve financial targets.

Experience of helping to increase the membership in a professional organisation or in a similar setting would be an advantage. This role will suit someone who enjoys creating and implementing new ideas, and working in collaboration with the members, stakeholders, and colleagues to deliver strategic aims.

Department

The role sits within the busy External Affairs & Member Services department, which is responsible for the IPA's marketing, communications & PR, events, training & examinations, and membership acquisition & renewals. The team is comprised of six members.

Role responsibilities

- Responsible for delivery of all aspects of events production, from the preplanning stages to post-analysis across a portfolio of live and online events
- Generating ideas for events, finding speakers that are innovative and that will attract delegates
- Understanding critical issues affecting the profession and ensuring these are covered within the events programming
- Creating the annual events programme, including timing, avoiding clashes with other industry events, securing the venue, planning and coordinating the AV requirements, catering and entertainment
- Focus on content and sourcing/liaison with speakers and their presentation material, ensuring slides are provided to the IPA standards, are appropriate in content, and have been cleared in good time for the event. Responsible for being innovative in the design of the days.
- Responsible for handling the troubleshooting of any problems that arise from events planning, including securing sufficient delegates, sponsors and speakers
- Responsible for events-related communication and marketing, and keeping the members updated on event progress including member e-shots and social media posts
- Post event member follow-ups and post event reporting and analysis, including devising and implementing the post event surveys
- Responsible for the maintenance of the events section on the website so that it is accurate and that delegates are able to book easily
- Responsible for processing of events bookings on the website and compiling a monthly financial report on event bookings
- Maximisation of the profitability of individual events by adhering to budgets for each event, in agreement with the Head of External Affairs and Business Affairs
- Handling events enquiries from our members, speakers and the public
- Maintain the database of current and previous event attendees on our CRM, for use in promoting special offers, e-shots and any other promotional activity
- Other duties as may from time to time be reasonably required by the Head of External Affairs and Business Affairs

Person specification

Essential:

- A minimum of 5 years proven experience in event planning and organisation
- Skilled in project management and having excellent organisational skills

- Ability to travel in the UK for events on a regular basis and occasional work required outside normal working hours
- Knowledge of KPIs and marketing techniques for event management
- Excellent digital skills: proficient in MS Office, Advanced Excel and PowerPoint, digital events platforms such as Zoom GotoWebinar, knowledge of CRM systems and database management; WordPress a distinct advantage
- Outstanding communication and negotiation skills
- A good understanding and experience of budgetary planning and working to a set budget, able to identify and put into effect actions to mitigate losses and maximise profits
- Good problem-solving skills and ability to work under pressure and to tight timelines
- Innovative and creative, constantly looking to improve the member events experience
- Knowledge and experience of delivering best-in-class customer service experiences
- A team player

Desirable:

- Experience of professional membership bodies and/or regulatory environments
- Experience of insolvency or financial services/legal sector.
- Experience in developing training and educational programmes

Applicants who feel that they can contribute to the association and play a central part in the IPA's secretariat operations should apply using the details provided below.

Diversity and Inclusion at the IPA

The IPA is committed to diversity and inclusion. We believe that the profession, and our own organisation, does best when it reflects the society we serve. We value and promote diversity and are committed to equality of opportunity for all appointments made on merit. We positively encourage application from people from all sections of the community, from all backgrounds and with a broad range of experience.

How to apply:

Applications should be submitted to the HR Department in the first instance: Sarahm@ipa.uk.com. Your application should include a cover letter that details your suitability for the job against role responsibilities and person specification, and a current CV. Please also advise your current salary in your application. If you would like to have informal discussion about the role, please contact Judith West, Head of External Affairs and Business Affairs: judithw@ipa.uk.com

Application Terms and Conditions:

Salary: Competitive and dependent on experience

Benefits: incl. private health scheme, death in service insurance cover and contributory pension scheme, flexible working

Annual Leave: 25 days, with an opportunity to purchase up to a further week

Post: Permanent and 35 hours

Closing date: 09:00 16th May 2022

Feedback will only be available for shortlisted candidates.
No agencies.