

THE CHARTERED INSTITUTION OF HIGHWAYS AND TRANSPORTATION – JOB DESCRIPTION

Job Title:
Events and Marketing Coordinator
Reports to:
Director of Communications
Job Purpose
<p>The role of the Coordinator is to ensure the successful delivery of CIHT’s range of events.</p> <p>The role will focus on the development and delivery of high-quality events and content by coordinating all activities carried out by CIHT staff and volunteers in connection with our events. The role will cover a wide range of events across all CIHT activity which are increasingly held digitally.</p> <p>The role will build on CIHT’s experience of running high quality live events but there will be an increasing focus on delivering innovative, high quality virtual events and other digital content.</p> <p>Our events include CIHT’s national and regional events, technical and other seminars, summits and publicity events as well as events that CIHT is required to deliver on behalf of other organisations.</p> <p>The coverage of the role will include all aspects of CIHT’s current events and help develop future innovations in CIHT events.</p> <p>The role will be key in ensuring that the needs of CIHT, partners, participants and attendees at all types of events are delivered. It will require liaison with internal and external stakeholders and will provide advice and guidance on the commercial viability and delivery of event activities across CIHT.</p> <p>The role will also involve developing, with colleagues, a marketing programme for events including writing copy for website, social media and promotional activities to attract delegates and sponsors.</p>
Key Contacts (if applicable)
CIHT staff, CIHT members, external participants in events, external suppliers and venues

Key Responsibilities
<p>The main duties in respect of Events to include:</p> <ul style="list-style-type: none"> • To work alongside all relevant CIHT teams to develop, market, maintain and progress programmes for events, webinars, training and content to ensure a consistent approach • To support and manage colleagues in using appropriate systems for delivering virtual events, identifying new products and techniques to continually improve CIHT’s approach • Report on the performance of events in terms of finance, feedback, attendee numbers and other KPI’s as appropriate • To identify and book locations for non-virtual events, by liaising with location management consultants for booking, catering and logistical arrangements • Work with external venues to deliver high quality events • Liaise across CIHT for the timely production and circulation of adverts and online marketing and other information relating to event publicity, such as other organisations’ websites, appropriate mailing lists and the media as well as all content arising from events

- Contribute actively to decisions on marketing events; compiling databases of likely interest, drafting and circulating information using a wide range of techniques
- To set up and manage the delegate booking arrangements as appropriate for each event.
- Support the delivery of sponsors needs and exhibitors for conferences and other events.
- Compile and send out speaker and delegate information
- Managing all aspects of events when they are held to ensure a successful outcome for all involved.
- Be responsible for a risk management approach to planning CIHT events ensuring risks are minimised or mitigated
- Provide clear briefings for staff involved in events so as everyone is aware of their roles and responsibilities.
- Provided training to Regions on best practice for events
- Input to all financial planning of events and reporting on financial performance

Other duties within the competence of the job holder as required by the Institution

Dimensions

Development of budget planning and management for events.

Personal specifications

Degree level education or equivalent is desirable

Good standard of general education including Maths and English are essential

A demonstrable interest in transportation related subjects, civil engineering, planning or politics would be an asset

Demonstrable previous experience in event management and event marketing

Demonstrable experience in working across teams of colleagues and external suppliers to deliver successful programmes

Demonstrable capability in running virtual events and the development of high-quality content using a variety of IT programmes

Demonstrable experience of data management and analysis to improve services

Ability to develop new skills at pace

An understanding of the commercial aspects of events

Demonstrable experience of delivering high quality customer experience

Skills and competencies

Excellent written English and oral communication skills for producing high quality content

Excellent organisational skills, particularly in managing time and tasks.

Excellent motivational skills.

A keen eye for detail and the ability to produce high quality, accurate work in tight timescales with limited supervision.

Computer literate with a detailed experience of MS programmes and interfacing with a range of platforms to deliver events, produce content and appropriate data.

Technical awareness of common events related packages.

The confidence to liaise with speakers and senior officials from Government departments, other professional bodies and learned societies, the media and a diverse range of external contacts.

A welcoming and helpful approach when dealing with members in person at events and over the telephone.

Self-reliance, common sense, trust, integrity, and humour.

The job holder will have financial awareness to produce and monitor budgets.

Comfortable in high pressure situations.