Job Description

Marketing and Events Manager

Main Purpose of Role

Under the direction of the Professional Development Committee, to raise the profile of and develop the membership of the Institute by designing, promoting and implementing a programme of high quality professional development events, education, training and seminar activities. Through effective marketing, contribute to activities to drive the recruitment and retention of members.

Reporting to: Executive Manager

Additionally, the role is functionally responsible to: Chair of the Professional Development Committee, Chair of the Conference and Exhibition Committee, Chair of the Technical Platforms Committee.

Direct Reports: One direct report

Liaison with: Working closely and collaboratively with the IHEEM team, IHEEM Board and Committee Members, IFHE and Engineering Council.

Key Responsibilities

Management

- Support the CEO in delivering the vision and Strategic 5 Year Plan for the Institute.
- Develop the Marketing Strategy for the Institute
- Management of the Website and the Institute’s Social Media
- To manage any administrative support from within the IHEEM team assigned to projects, ensuring all delegated duties are carried out to the Institute’s standards.
- To contribute as appropriate to the coaching and development of the IHEEM administrative support team, ensuring the incumbents are engaged in the events programme and motivated.
- To work collaboratively with other managers within the Institute, engendering a culture of flexibility across the team.
- Manage and develop the IHEEM speaker bank

Marketing and Social Media

- Work with the CEO to develop and implement the Marketing Plan and Social Media Strategy, working to budget.
• Manage the production of brochures for events and other professional development purposes as required.
• Oversea the design and production of professional and relevant marketing material.
• Regularly review the look and feel of the IHEEM website and update the Professional Development sections on a timely basis.
• Manage and review the use of social media platforms as appropriate to communicate with members, target audience and promote the Institute.
• Manage the maintenance of comprehensive records of all activities including all marketing activities and advertising, and keep all electronic contact lists up to date.

Professional Development Activities

• Develop proposals for a full annual programme of professional development activities for the Institute. Lead discussions on the proposals including dates, locations, technical themes and speakers.
• Managing the Events and Seminar Programme.
• Once outline proposals are agreed in principle, produce fully costed proposals including all marketing and promotional activity required.
• Obtain appropriate sign offs for all proposals and make any amendments as appropriate.
• Finalise budgets for events and liaise with the Conference and Events Co-ordinator to facilitate the preparation of invoices and statements.
• Manage the implementation of all aspects of the events from arranging dates and venues, speakers, chairmen, supporting materials, invitations, joining instructions, name badges etc through to attendance at the event to supervise the running.
• Working alongside the Membership Development Manager, to support productive and effective relationships with IHEEM branches, working with them to promote membership development and to enlist the help of volunteers for events.
• Compile information and review the results of each event and activity.
• Be responsible for supporting, managing and implementing arrangements for the Professional Development Committee, and liaise with the Administration Co-ordinator on the arrangements for the Technical Platform Committee.

This is not an exhaustive list of duties and you may be expected to take on other tasks and responsibilities as necessary.

7th November 2018