

# Head of Marketing and Events

## Job Description

### Responsible to

Director of Engagement and External Affairs

### Key working relationships

Events team, wider E&EA Directorate and education teams across the College, Continuing Professional Development (CPD) Director and members of Educational Resources Committee, the Executive and Council, Fellows and Members, conference venues and suppliers, potential and existing partners and sponsors, relevant staff from other Colleges, delegates

### Grade

1

### Contract

12 month Maternity cover

### Job Purpose

The Head of Events is responsible for leading and overseeing the strategic planning, development, and execution of events and related marketing activities. This role demands a visionary leader who can create impactful events that align with the College's objectives and curriculum, to increase uptake and participation, and drive brand awareness through effective marketing. This role is crucial to the work of the College as the post holder is responsible for ensuring the end-to-end delivery of the College's events activity, including internal and external conferences for our different audiences and stakeholders, a programme of study days and the annual Diploma Ceremony, among other activities. The role holder will manage a dynamic team to develop integrated marketing campaigns, develop lasting partnerships and ensure the seamless execution of events that engage and inspire our members and non-members UK and internationally.

# Key Responsibilities

- Work with the Director of Engagement and External Affairs, College Dean and CPD Director to identify, develop and deliver the over-arching strategy for College events and contribute to the development and implementation of College-wide strategic plans.
- Work with the Director of Engagement and External Affairs, College Dean and CPD Director to ensure the College's educational events programme is mapped to the College's curriculum, in line with any national guidance and meets the educational needs of College members.
- Lead, manage and motivate the Events and Marketing team to ensure the effective running of a member-orientated programme of events and activity.
- Conceptualise, plan, and deliver high-impact events, including conferences, study days, diploma, and corporate events, producing detailed proposals, including timelines, venues, suppliers, budgets and staffing.
- Oversee all aspects of event management, including budgeting, logistics, vendor management, sponsorship and post-event evaluation.

## Marketing

- Develop the event marketing function, overseeing the digital marketing initiatives being developed by the Partnerships and Marketing Officer, giving guidance and direction where needed.
- Direct the marketing of College events, adapting to meet changing needs, ensuring a targeted approach to segmented audiences.
- Oversee brand management, ensuring consistent messaging and positioning across all channels.
- Ensure the regular review and analysis of the performance of marketing campaigns and events, providing insights and recommendations for optimisation.

## Partnerships

- Build and maintain relationships with key stakeholders, including sponsors, exhibitors, partners, and senior management, to maximise event success and drive income.
- Develop and manage strategic partnerships that drive business growth.
- Work closely with cross-functional teams to ensure that partnerships are effectively integrated into the

College's operations, maximising their value and impact.

- Support the Partnership and Marketing Officer to identify and evaluate potential partners, including companies, organisations, and industry influencers, that align with the College's goals and values.
- Regularly review the College 'Friends of' programme to ensure it remains fit for purpose and that we are meeting agreed commitments.
- Explore new business opportunities through strategic alliances, joint ventures, and collaborations that drive revenue or add value to the College's offering.
- Monitor industry trends and competitive landscapes to adapt our business model as required.
- Work with the Head of Membership, identify and support strategic income generating opportunities which can be supported through marketing, such as our legacy fundraising work.

## Committee Support

- Ensure delivery of support by the team to any relevant committees, including the CPD and Educational Resources Committee including agenda management, report preparation and minute-taking.
- Support and advise relevant committees on conference and study day matters.
- Ensure the assessment of any event / study day proposals in line with College's policies and guidance

## Leadership / management

- Provide leadership, support and guidance to members of the Events and Marketing team, allocating responsibilities within the team in accordance with post holders' grades and job descriptions, ensuring appropriate staff cover.
- Ensure all staff are appropriately supported and receive regular feedback in 1-1 meetings and annual reviews with clear objectives agreed for forthcoming year; ensuring staff receive appropriate workload and responsibilities for their grade; and identifying development opportunities.
- Be an active member of the Senior Management Team, contributing to business planning, business development and budget setting processes.
- Work collaboratively with other Departmental Heads and Managers to coordinate procedures and sharing of best practice.

- Develop and manage the marketing and events budget, ensuring efficient allocation of resources, forecasting future budget needs, monitoring and managing income and expenditure within delegated budgetary authority.
- Negotiate contracts with vendors, suppliers, and agencies to maximise return on investment and achieve good value.

#### Other

- Ensure policy, procedures are adhered to and accurate records are kept relevant to the post, arranging for appropriate archiving and destruction of sensitive information in accordance with data protection legislations
- Review the analysis of delegate feedback and marketing activities in order to adapt as required, providing reports as required by the Dean, CPD Director, Chief Executive and Director of Engagement and External Affairs.
- Ensure compliance with industry regulations, company policies, and best practices in event management and marketing, ensuring adherence to insurance, legal, health and safety obligations.
- Manage external contracts ensuring good governance and value for money.
- Participate in training and personal / organisational development activities
- Identify and flag any issues relating to events for inclusion on the College Risk Register and any action as necessary under direction.
- Travel in the UK and overseas as necessary to facilitate the development and delivery of the College's event programme.
- Undertake such other tasks as may be reasonably expected within the scope and grade of the post at the request of College Management to ensure College objectives are met.

# Values

## Respect each other's experience.

We celebrate the rich diversity of the RCEM ecosystem - employees, members and stakeholders. We respect each other's experience, meeting each other with dignity and humanity at all times.

## Act with integrity, always.

We hold ourselves to the highest ethical standards, fostering trust and transparency within our College and with our members.

## Collaborate for growth.

We know that teamwork and initiative are the key to achieving our strategic aims, and we actively seek opportunities to work together and leverage our diverse perspectives.

## Innovate relentlessly.

We create the conditions for a culture of continuous improvement, nurturing creativity and the pursuit of new ideas to drive positive change within our organisation.



This comes to life when we:

- Each contribute actively to strengthening a culture where different perspectives are expressed, encouraged and heard.
- Treat colleagues, members and stakeholders as valued equals.
- Do our best to be present for each other, interacting in an open and transparent manner.
- Acknowledge & challenge inappropriate behaviours and practices, offering support and seeking solutions.



This comes to life when we:

- Do what we say we will do, communicating clearly and openly.
- Take responsibility and accountability for our actions, celebrating when things go well and staying curious about how we can learn from mistakes.
- Demonstrate patience and flexibility, even when things don't quite go to plan.
- Commit to a strong work ethic, striving to produce high quality work that is consistently delivered on time.



This comes to life when we:

- 'Collaborate by default', continually looking for ways in which we can join forces with colleagues, members and stakeholders to meet the College's objectives.
- Pay attention to the quality of our relationships, cultivating connection and fostering a positive working environment grounded in respect and integrity.
- Ask for feedback, reflect on it and learn from our personal and collective experiences.



This comes to life when we:

- Identify creative ways to optimise our resources by planning ahead and anticipating organisational, operational and customer needs and demands.
- Anticipate and welcome change as an inherent part of a growing, evolving organisation, and meet this change with hope and optimism.
- Acknowledge the importance of psychological safety as a prerequisite for innovation, actively encouraging risk-taking and creating a 'no-blame' culture.
- Have the courage to step outside our comfort zones, learning new skills and trying new approaches.
- Prioritise sustainable solutions, with choices that are in the long term interest of the College and our organisational objectives.
- Embrace the value of automation, by refining and automating processes - personally and operationally - wherever possible, to improve efficiency and effectiveness.

# Person Specification

## Essential

## Desirable

### Qualifications

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| <ul style="list-style-type: none"><li>• Good standard of secondary education with maths and English GCSE or equivalent</li></ul> | <ul style="list-style-type: none"><li>• Higher education / qualification in Event Management / Marketing or other related field</li></ul> |
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### Practical experience

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| <ul style="list-style-type: none"><li>• At least five years' experience in a managerial / supervisory role.</li><li>• Extensive experience of event planning and management for large-scale events, from concept to delivery.</li><li>• Experience of event marketing and sponsorship generation</li><li>• Experience of contract and budget management</li><li>• Experience of communicating with people at different levels</li><li>• Experience of developing and implementing long-term marketing and event strategies that drive business growth and income.</li></ul> | <ul style="list-style-type: none"><li>• Experience of academic conference organisation</li><li>• Experience in dealing with the Royal Household</li></ul> |
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### Skills

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| <ul style="list-style-type: none"><li>• Leadership: Proven ability to lead, inspire, and develop a high-performing team.</li><li>• Communication: Strong verbal and written communication skills, with the ability to engage diverse audiences.</li><li>• Analytical Skills: Ability to interpret data and analytics to drive informed decision-making.</li><li>• Creativity: Innovative approach to marketing and event planning, with a keen eye for design and branding.</li><li>• Project Management: Exceptional organisational skills with a strong attention to detail and ability to manage multiple priorities, working to deadlines and with a challenging workload.</li></ul> | <ul style="list-style-type: none"><li>• Proficient in marketing software and tools, such as CRM systems, analytics platforms, and project management software.</li></ul> |
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## Knowledge

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| <ul style="list-style-type: none"><li>• Understanding of Data Protection and confidentiality and relevant legal requirements of working within a charity environment</li><li>• Extensive experience of Microsoft Office suite</li><li>• Good digital literacy and an ability to learn new software packages to support deliver of marketing and events</li><li>• Knowledge of marketing techniques to support business growth and targeting of segmented audiences</li></ul> | <ul style="list-style-type: none"><li>• Knowledge and understanding of iMIS Database</li></ul> |
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## Personal Qualities

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| <ul style="list-style-type: none"><li>• Commitment to uploading the College Values</li><li>• Organisational skills</li><li>• Ability to form good working relationships at all levels</li><li>• Ability to work methodically and accurately when under pressure</li><li>• Excellent time management</li><li>• Ability to work under pressure, manage multiple projects simultaneously, and meet tight deadlines.</li></ul> |  |
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# Policies & Guidelines

## College Policies and Procedures

The post holder is expected to follow all College policies and procedures including those covered in the College HR manual.

## Confidentiality

All employees are under an obligation to ensure that any information that he or she has access to, relating to RCEM business is kept confidential.

## Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.

## Risk Management

All staff have a responsibility to identify risks and report these to their line manager. In addition to report all accidents or incidents promptly and when requested to co-operate with any investigation undertaken.

## Equal Opportunities

The RCEM is committed to its equal opportunities policy and it is the duty of every employee to comply with the detail and spirit of the policy.

## Additional Information

This role profile is intended to provide a broad outline of duties that may be required and is not intended to be exhaustive. It is subject to review and amendment in consultation with the post holder in order to reflect changes in the pattern, organisation and development of the services required.

# Organisation chart

