

## **JOB DESCRIPTION**

**POST: Events and Marketing Coordinator**

**GRADE: 2b**

**DEPARTMENT: External Affairs: Engagement**

**RESPONSIBLE FOR: None**

**RESPONSIBLE TO: Head of Events**

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## **JOB SUMMARY**

The Events and Marketing Coordinator role will design, deliver and market a portfolio of events and central college activities. This role involves travel, overnight stays and out of hours working.

### **SPECIFIC DUTIES AND RESPONSIBILITIES**

#### **1. Events Programme**

- Work with the Head of Events to develop and deliver a planned, coordinated and appropriate regional and national events programme ensuring effective liaison with Regional Directors, Professional Standards and Outreach teams to reflect central and local priorities.
- Undertake all aspects of events' evaluation and use staff and representative feedback to develop the future events programme.
- Ensure all events processes and procedures are documented and maintained and that we continually look to find improved ways of working that create efficiencies, improve the member and delegate experience and reduce administration time.
- Delegate appropriate administrative task to the Events Assistants while ensuring processes and standards are maintained.

#### **2. Events Marketing**

- Work with the Marketing team to develop and deliver a coordinated marketing and communications plan for individual events and the events programme as a whole.
- Ensure social media is used appropriately to support pre-event marketing and profile raising of events during
- Ensure that events are well-publicised, in a timely fashion, and that key messages from events is disseminated on the RCS website.
- Ensure that RCS activities, services and products are showcased at regional events, where appropriate.

#### **3. Central College Activities**

- Support and facilitate the RCS Presidential Visits, liaising with key staff, including the Executive Office and the Regional Team.
- Organisation and delivery of the RCS and faculties diplomates ceremonies
- Support the Presidential dinners and Drink receptions
- Support the delivery of the national flag ship events

#### 4. Other duties

- Respond to enquiries from members and customers by phone, email or online
- Ensure consistency in standard of delivery and distribution of events across the regions
- Research other national and regional surgical/cross-specialty events and identify areas where the College needs to raise its profile.
- Support the wider engagement team to deliver marketing and support services to current and future members
- Contribute to the budget setting process and monitor events budgets
- Any other reasonable duties required by the Head of Events

**This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.**

**The Royal College of Surgeons of England is an Equal Opportunities Employer.**

**All College employees are responsible for records held, created or used as part of their work for the College including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 2018 and the General Data Protection Regulation. Employees should have read and understood the College's Data Protection Policy and Records Management Policy**

## PERSON SPECIFICATION

**POST:** Event Coordinator

**GRADE:** 2b

**DEPARTMENT:** External Affairs: Engagement

**RESPONSIBLE FOR:** None

**RESPONSIBLE TO:** Head of Events

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All of the following are essential unless otherwise stated.

### Qualifications

- A-level or equivalent

### Experience

- Experience of events organisation and administration
- Experience of events delivery and programme design
- Experience of events marketing and communications
- Project management (to time and budget); evidence of planning, developing, securing resource and evaluating a project.
- A track record in networking and relationship building.
- Experience of developing events strategy and national planning

### Skills

- Excellent organisational skills, methodical approach to planning and attention to detail
- Ability to use own initiative and prioritise workload and manage own and others conflicting priorities while meeting deadlines
- Flexible approach to working
- Excellent verbal and written skills
- Ability to communicate effectively with both internal and external stakeholders
- Excellent team player, with the confidence to contribute to projects and share experiences and expertise with colleagues

The post holder will also need to demonstrate the following **values and behaviours**:

**Diversity** - we value ***diversity*** and treat each other with respect.

- I listen effectively and treat each person as an individual
- I value people with different skills, expertise and knowledge to myself
- I ensure that everyone I meet feels welcomed at the college
- I trust the people I work with and know they will work to their best ability
- I am inclusive and build good relationships with everyone I work with
- I take time to understand different views to myself for the sake of the college

**Improvement** - we seek continuous ***improvement***, and improvement requires change.

- I use my expertise to question, challenge and improve the way we carry out our tasks
- I identify opportunities to innovate and present ideas to improve our products and service
- I am open and positive to new ideas and ways of working which help the college
- I adapt to change positively
- I help my manager communicate change to others
- I learn from my mistakes and do things differently as a result

**Responsibility** - we take personal ***responsibility*** for all we do.

- I set challenging goals for myself
- I deliver what I say I will deliver
- I take informed decisions which are within my control and hold myself accountable for them
- I take initiative and am proactive in all I do
- I constantly work to the best of my ability
- I work with integrity in the best interests of the College and its priorities

**Collaborative** - we are ***collaborative***, both across the College and with our stakeholders across the world.

- I build positive relationships with the people I work with
- I work collaboratively with others to deliver exceptional performance
- I always work for the greater good of the College
- I highlight behaviours which are inconsistent with the College standards
- I consistently live the College values
- I involve others in key decisions I take at work

**Prudent** - we are ***prudent*** in our use of resources.

- I deliver excellent work and customer service with the resources available to me
- I am efficient with the resources I use
- I find effective solutions to problems

- I escalate issues quickly when resources are stretched
- I prioritise my work effectively
- I follow the rules at work so that I minimise risks to the College

**Professional development** - *we are committed to personal **professional development** that benefits the individual and the College.*

- I seek learning opportunities for my personal and professional development
- I support, encourage and help my colleagues to develop
- I put my learning into practice in my role
- I ask for regular and honest feedback on my performance and learn from what is said
- I create opportunities to share my knowledge within and across teams
- I know my areas of expertise and convey this with confidence to my colleagues

**The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for shortlisting and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.**

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*August 2019*