



Royal College of Anaesthetists

Event Planner

Directorate: Membership, Media and Development

Reports to: Event Manager

Grade: 6

1.1 Job purpose

The Event Planner will be responsible for the management and delivery of a portfolio of face to face and virtual events and projects as part of the College's education and simulation functions. The Event Planner will work as a collaborative team player delivering an informative and exciting programme that educates Anaesthetists at every stage of their career.

1.2 Key tasks and responsibilities

Event Logistics

- Be lead coordinator and project manager with overall responsibility for a series of allocated events from the College education programme
- Deliver events either online or face to face
- Manage, design and produce event programmes in liaison with Clinical Content Leads, Senior Clinicians and Council Members
- Source, scope and book suitable locations and venues within a pre-agreed budget. Co-ordinate all venue related elements including catering, meeting space and audio visual
- Manage cost effective, on budget, external supplier contracts to deliver successful events
- Represent the College on-site at national and regional meetings, events and conferences, taking full responsibility for the end-to-end management and smooth running of the events
- Create a strong presence at the event, ensuring, speakers and delegates are fully supported
- Coordinate staff as required when running and overseeing events
- Work collaboratively with the education and events team and other departments across the organisation
- Give pre-event technical support to speakers, chairs, and clinicians, including problem solving if required
- Provide technical support for on the day of the event, ensuring that the technical set up is to a high standard, managing break-out sessions for workshops and smaller events if required
- Ensure event content is recorded and delivering video editing of events/webinar recordings pre and post event as required
- Ensure that event materials are managed effectively and safely and, if applicable are returned in a timely manner to their designated storage locations
- Manage all health and safety risks for each event and ensure regular risk assessments are undertaken to mitigate potential risks
- Liaise with sponsors to ensure their logistics and packages are delivered at events

Event Marketing

- Liaise with the Membership Engagement and Communications teams to ensure events are promoted to the widest possible audience to reach the budgeted attendance
- Produce comprehensive marketing plans for each event outlining messages, audiences and the channels to be used on agreed timescales
- Prepare marketing copy for email, website and print marketing
- Coordinate with Clinical Content Leads to ensure marketing materials are accurate and channels and networks available to them are utilised
- Publicise events using social media in an interactive and informative way
- Ensure up to date event content is on the College website and any marketing materials are accurate and updated on a regular basis

Event Administration

- Provide full support and project coordination for Clinical Content Leads, speakers and/or teaching faculty, Senior Clinicians, and Council Members, specifically in the provision of documentation, audio visual aids and other requirements, including accommodation and travel as required
- Prepare event specific material and documentation required in line with the College's standard processes and timelines
- Maintain accurate event delegate and speaker records using the College CRM and Event registration system
- Deliver a professional, relevant and streamlined service for event participants in line with the College's standard processes
- Ensure events are CPD accredited and online course materials are available including video, course materials and links to online resources including eLearning anaesthesia
- Gather and evaluating post event feedback, producing reports with recommendations for future event innovation
- Manage specific event budgets ensuring costs are kept within agreed limits and income is on track to hit target
- Ensure all invoices and expense claims are processed in a timely and accurate manner

Event Development

- Support the development and innovation of event materials, specific events and event processes across the team

Project Management and Collaborative Working

- Take overall responsibility for the delivery of all events, courses and projects within a designated portfolio throughout the year
- Provide secretariat support to committees and faculty involved in the design and development of events, conferences and courses
- Develop effective working relationships with internal and external stakeholders including Senior Clinicians and Council Members
- Be responsible for monitoring feedback from projects, events and procedures to ensure they are suitable for a range of stakeholders
- Provide input and support to the events and education team in the delivery of the annual operational plan and organisational strategy

Other Duties

- Deputise for members of the education and events team as and when required
- Represent the College at external meetings, occasional travel and overnight stay outside London may be required
- Ensure regulatory compliance, of all education resources used
- Carry out any other duties that might be reasonably required

1.3 Qualifications, skills, knowledge and experience

- Experience of running online events and webinars
- Experience of event budget management and delivering set targets
- Successful experience in a comparable events environment
- Experience of being self-motivated whilst successfully working under pressure on more than one project at once
- Excellent communication skills; both oral and written
- Proven event logistics and administration skills
- Ability to manage time, including being able to work to deadlines
- Excellent IT skills including Microsoft Office, databases, online content (including video editing) and social media
- Skilled event marketer with knowledge of the marketing world
- Proactive, calm, confident, articulate and professional approach to work
- Excellent attention to detail and a hardworking, organised approach
- Proven team player who demonstrates a willingness to share information with an ability to communicate positively and effectively with colleagues
- Reliable and trustworthy with a constructive attitude to problem solving
- Results orientated and likes challenges and delivering work in new areas
- Keen to grow expertise and experience
- Commitment to quality service and best practice in all aspects of programme delivery

Signature:

Name:

Date: