



JOB DESCRIPTION/SPECIFICATION

Post: HCPA Events Executive

Salary: £25,000 pa (BAND M1)
plus all travel expenses
(Candidate must hold a valid UK driving licence)

Contract Terms: Full time (37.5 hours per week working 9:00am until 5:00pm Monday to Friday.
Flexible working arrangements will be required during events)

Main Purposes of the Job

This is an exciting opportunity for an Events Executive who has the knowledge and expertise to develop and deliver a robust events and content plan to support the expansion of a rapidly growing not-for-profit organisation. This diverse role will appeal to a candidate with a creative flair, and a passion for events and communication who is self-motivated, highly organised and people-focused.

This role requires good events planning experience, and excellent communication skills. The main requirement is to be passionate about providing effective and innovative communication to aid HCPA in its mission to share best practice in care through partnership. The candidate must be forward thinking with vision and a desire to make a real difference.

Main duties and responsibilities

Events Management:

1. End-to-end planning of HCPA events, conferences, study days, Herts Good Care events, and annual awards ceremony, as well as training events from brief to delivery to evaluation. This includes risk management and crisis management.
2. Liaise with the HCPA CEO, Head of Operations and Multimedia Manager to research potential events using member feedback and identifying current industry trends to plan an effective event.
3. Liaise with speakers and stand holders to secure a relevant agenda and running order for each event. Maintaining good partner relationships to ensure all involved achieve their required outcomes.
4. Oversee and manage the administration and running of all events, using and developing robust event plans and utilising the support of the Member Services Team.
5. Report on event outcomes through member feedback and formal event debriefs to continue to improve and develop successful and relevant calendar of events, meeting the needs of the members and HCPA partners, whilst focusing on HCPAs mission and strategic goals.

Communications and Public Relations:

1. **Email marketing for events** – Deliver on events marketing campaigns to HCPA Members, promoting best practice, advertising available opportunities and sharing information, guidance and support. Write interesting and relevant content and utilise the technical and design skills from the wider team to deliver exciting, accessible and attractive emails and newsletters to meet the requirements of the various events at HCPA. Analyse and report results with the team and actively develop/adapt content and strategy to best deliver effective communication with positive results.

2. **Digital marketing for events** - Identify hot topics relating to our events and communicate these through our digital channels including social media, forums, blogs and video production. Work across several social media channels to ensure HCPA brand and event info is delivered consistently. Use available reporting systems to review and analyse the effectiveness of digital campaigns of events and implement changes required.
3. **Customer satisfaction** – Ensure that all visitors to HCPA, on training, events and to meetings, receive top quality customer service.
4. **Partner services and suppliers** – Liaise with HCPA partner services and preferred suppliers to meet the terms in their contracts and generate income. Track outcomes and develop strategies to develop partnerships. Liaise with Head of Operations to generate new partnerships in response to member requirements.

Other duties include:

1. Complete weekly, quarterly and yearly events reports for internal and external stakeholders.
2. Report regularly to maintain an effective budget tracking system for events.

Essential experience and skills required:

- Events management / co-ordination experience with awareness of current trends and tools
- High level of inter-personal skills and customer focus
- Excellent communication skills
- High quality standards with exceptional attention to detail and accuracy
- Ability to work collaboratively with individuals across different levels
- The ability to plan, prioritise and be well organised
- Highly self-motivated and able to work to set deadlines
- Experience of running successful events essential
- Must hold a valid UK driving licence and be willing to use own car for work purposes (and willing to upgrade own business insurance)