



## Events & Programming Manager

The purpose of this role is to lead, develop and organise the Chamber's extensive events programme. The aim of our events programme is to help our members to connect, learn from each other and grow their businesses.

Designing and organising the Chamber's events involves having ideas for developing the programme, thinking creatively about marketing the events, and preparing for and managing the events on the day.

Understanding what our members' businesses want and need is key to running a successful programme and meeting our ambitious targets for events, sponsorship and membership income. Collecting and analysing feedback from members is an essential part of the job.

Every member of the Chamber team also helps to promote the Chamber and encourage new members to join, and existing members to benefit from their membership.

The Events & programme Manager oversees the work of the Events & Admin Assistant and provides direction and training.

This job includes:

### Ideas

- Identifying relevant topics and themes for events and researching and engaging speakers and trainers
- Identifying opportunities for collaboration with other organisations and liaising with these partners
- Identifying opportunities to develop the programme and working with the team to design and introduce new events

### Practical

- Ensuring that speakers and trainers are suitable and fully briefed
- The smooth running of events on the day. This includes being at the events, organising the equipment, dealing with any issues at the event
- Overseeing the work of the Events & Admin Assistant including: creating badges, dealing with bookings queries, sending event confirmation emails and follow-up surveys

## Planning

- Planning the programme at least three months ahead
- Keeping the Chamber team informed about the programme and working with them to plan ahead

## Financial

- Preparing and managing an annual budget for the events and ensure financial targets are met
- Finding and booking venues, negotiating prices and overseeing payments, arranging catering etc
- Working with the Head of Member Engagement to secure sponsors for events

## Marketing

- Marketing the events within our timescales to ensure they are well attended. This will involve creating content and collecting reviews and testimonials
- Identifying new ways to promote the events to members and to a wider audience
- Uploading and monitoring the event via online booking system Eventbrite
- Creating and sending regular marketing emails about the events through Mailchimp
- Regularly reviewing and improving our email marketing campaigns using analytics and tapping into the expertise of our members
- Liaising with copywriters, designers and photographers - providing briefs and timescales
- Using social media to promote the events, the Chamber and our members In-line with the Chamber's marketing strategy.

## Research

- Collecting feedback from members to help innovate and develop new ideas for the programme
- Creating an annual events' report and summaries of our survey research findings to share with the team and the Board
- Acting upon an feedback to improve our programme

## Building relationships

- Liaising with our event partners and sponsors so they make the most of the experience
- Being the face of the Chamber at events and ensuring a warm welcome
- Dealing with enquires about Chamber membership from attendees at events, by phone and from speakers and venues

- Building relationships with Chamber members to understand what they are seeking from their Chamber membership
- Being alert to potential networking opportunities for members at events and encouraging introductions

#### The team

- Taking part in team meetings. Keeping the Chamber CEO, the team, the ambassadors and the Board informed of relevant information
- Liaising with our 60+ Chamber ambassadors to make the most of their support
- Delegating tasks to the Events & Marketing Assistant and oversee providing training and support

#### **ABOUT YOU**

- Degree or equivalent educated and 2 years' relevant experience
- An understanding of what our member businesses need and value
- Highly organised and good at managing multiple deadlines with varying priorities
- Excellent attention to detail
- A strong and confident communicator
- Good negotiating and persuasive skills
- Proactive and creative approach to problem solving
- Able to take responsibility for targets and to work collaboratively within a small team
- Experience of carrying out marketing activities and using social media
- Remaining upbeat even under pressure
- Able to generate ideas and see opportunities for how to develop the events programme
- Experienced in communicating with and managing a variety of stakeholders
- Excellent digital skills and experience of using online software such as CRM systems, Eventbrite, Mailchimp and updating websites
- Commitment to equal opportunities and respect for diversity

#### **ABOUT US**

Brighton & Hove Chamber of Commerce is a membership organisation. We are a not for profit company, and through supporting our member businesses we help them and the local economy to thrive.

We provide opportunities for our members to network, learn from one another and do business together, through our extensive and vibrant programme of networking and training events.

We represent the local business community and inform members about support and opportunities. We are currently running the Catch the Wave business support programme and the Brighton & Hove Living Wage Campaign.

We have a team of six and the support of over 60 business people who volunteer their time and expertise.

#### *Place of work*

The place of work is the Chamber's offices, which is currently a co-working space at 149 Preston Road, Brighton BN1 6AF.

#### *Hours of work*

This is a full-time position of 37.5 hours per week. In addition, the post-holder will be required to attend Chamber events which will require some early morning and evening work. Holiday entitlement is 24 days, plus 8 public holidays.

#### *Salary*

The salary range is £24,000 - £26,000 per annum, depending on experience. The position is full-time with a six-month probationary period.

#### To apply

Please send your CV AND a covering letter to say why you want to apply for this role and what makes you a good fit to Tosin Adeosun at [info@businessinbrighton.org.uk](mailto:info@businessinbrighton.org.uk).

Deadline for applications is Monday 1 July.

[www.businessinbrighton.org.uk](http://www.businessinbrighton.org.uk)