Role profile

**Role Title:** CPD and Events Officer (Maternity Cover)  
**Responsible to:** Head of Marketing

**Purpose of role:**
- To develop and oversee a national programme of CPD events for the BVA, including the BVA CPD streams within a large annual conference.
- To plan and attend a range of member events.

**Key responsibilities:**
- Developing a programme of a national and online CPD (training) events for BVA members based on member research and competitor analysis;
- Acting as project manager to help develop the programme and other event management duties for BVA’s presence at a large national veterinary conference;
- Planning and attending a number of member events throughout the year;
- Feeding into a three year CPD and events business plan;
- Securing and booking suitable venues for events;
- Identifying and securing speakers for events;
- Travelling to events and overseeing all events;
- Liaising with marketing, digital, and PR colleagues to promote events;
- Working with the Head of Marketing and Graphic Designer to produce marketing material for events;
- Working with Corporate Partnerships Manager to sell sponsorship/stand/exhibition space to potential exhibitors/partners and manage event sponsors and exhibitors at BVA events;
- Preparing delegate packs and course notes;
- Adding and monitoring events to the database, sending delegate confirmations;
- Post-event evaluation (including data entry and analysis and producing reports for event stakeholders);
- Managing the CPD budget and reporting on KPIs for SMT;
- Managing the BVA CPD Committee;
- Other duties commensurate with the role as agreed with Line Manager.

**Resources:**
- Ensure that all events activities are carried out to an agreed budget.

**Knowledge, skills, and expertise:**
- Experience of coordinating and supporting the delivery of a national and online CPD programme and larger events;
• Experience of Microsoft Dynamics and Evocos event management software would be preferable, but not essential;
• Excellent organisational skills, including the ability to prioritise and work to strict deadlines;
• Proven project management experience;
• Good time-management skills and the ability to work under pressure;
• Problem-solving skills and diplomacy;
• Experience of committee management
• Strong communication, teamwork, and negotiation skills;
• Understanding and experience of event marketing;
• The ability to manage budgets;
• A flexible and adaptable approach;
• Excellent written and oral communication skills;
• Excellent interpersonal skills;
• Proven experience of managing external suppliers;
• Educated to degree level or equivalent;
• Experience of working with senior staff.