

Role profile

Role Title: Events and Marketing Officer	Responsible to: Head of Marketing
<p>Purpose of role:</p> <ul style="list-style-type: none"> • To develop and coordinate BVA's virtual and in-person events, including BVA's presence at large annual conferences, webinars, continuous professional development (CPD) activity, and BVA Members' Day • To lead on the marketing of BVA events, CPD, and venue hire • To provide support to the wider BVA marketing team 	
<p>Key responsibilities:</p> <ul style="list-style-type: none"> • Acting as project manager to deliver BVA's virtual and in-person events • Coordinating the entire event process including identifying and booking speakers and venues, working to set budgets, arranging travel and accommodation, liaising with event partners, setting up webinars, managing registrations and ticket sales, managing the events within CRM, and event management on the day • Event management of BVA's presence at large national veterinary conferences including BVA Live and London Vet Show, as well as event management of BVA Members' Day, the BVA Gala Dinner, CPD events, Young Vet Network events, and student webinars • Monitoring, analysing, and reporting on financial performance, quality of events, delegate numbers, and feedback throughout the year, taking agreed appropriate action where necessary • Implementing marketing plans to promote events, webinars, CPD, and venue hire including drafting copy for a variety of mediums, briefing graphic designers, booking advertising space, updating event webpages, and working with the Digital Content Editor • Managing relationships with our CPD partners and coordinating bookings and marketing • Identifying opportunities to develop and market BVA's In Practice (journal) CPD offering • Working with the BVA CPD Committee and Member Benefits Committee on relevant items, and providing secretariat support to the CPD Committee • Working with the Corporate Partnerships Manager to help identify potential opportunities and coordinate any event activities relating to BVA corporate partnerships • Other duties commensurate with the role as agreed with Line Manager 	
<p>People:</p> <ul style="list-style-type: none"> • Develop and maintain close relationships with colleagues, consulting with them where necessary on appropriate events • Sourcing and maintaining close relationships with speakers • Develop and maintaining close relationships with event partners and organisers 	

- Managing external suppliers from brief to budget, as and when necessary
- Working with committee volunteers to develop CPD topics and suggest speakers for events
- No direct people management

Financial resources:

- Tracking individual event budgets
- Working with Head of Marketing to set event budgets
- Invoicing delegates
- Analysing and reporting on financial performance of events

Knowledge, skills, and expertise:

Essential:

- Experience of coordinating and supporting the delivery of large events
- Experience of coordinating online events and webinars
- Excellent organisational skills, including the ability to prioritise and work to strict deadlines
- Proven project management experience
- Problem-solving skills and diplomacy
- Strong communication, teamwork, and negotiation skills
- Understanding and experience of event marketing
- A flexible and adaptable approach
- Excellent written and oral communication skills
- Experience of managing budgets

Desirable

- Experience of CRM systems
- Experience of managing external suppliers
- Educated to degree level or equivalent
- Experience of working with senior staff and volunteers

Additional information:

- This role will involve national travel and some overnight stays