### Role Profile

<table>
<thead>
<tr>
<th>Role Title:</th>
<th>CPD and Events Officer</th>
<th>Responsible to:</th>
<th>Marketing Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>Membership and Commercial</td>
<td>Responsible for:</td>
<td>N/a</td>
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</tbody>
</table>

**Purpose of Role:**

- To develop and oversee a national programme of CPD (training) events for the BVA, including the BVA CPD streams within a large annual conference.
- To plan and attend a range of member events.
- To complete marketing activities to support delegate attendance.

**Key responsibilities:**

- Developing a programme of national and online CPD events for BVA members based on 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;
- Managing and closely monitoring the CPD budget
- Producing monthly reports and analysis on delegate numbers and revenue, and sharing this with the Marketing Manager.
- 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 managing all events (30 one-day events per year);
- Completing marketing activities to promote events;
- Working with the Commercial team colleagues 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 events to the database and sending delegate confirmations;
- Post-event evaluation (including data entry and analysis and producing reports for event stakeholders);
- Responsibility for the BVA CPD Committee;
- Other duties commensurate with the role as agreed with Line Manager.

**Scope of role**

- To oversee the work of a dedicated CPD Committee, including organising and minuting meetings and producing reports for the Committee as and when necessary;
- To manage a national programme of 30 one day CPD events, including delegate management on the day and supporting marketing activity
- To project manage the BVA involvement in a large national veterinary conference, including organising and minuting meetings;
- Planning and attending a number of member events throughout the year;
- CPD programme budget management and reporting
- Organise and plan workload and set own priorities;
- Work, on a day-to-day basis, with minimum supervision;
- The role will involve national travel.

**People**

- Develop and maintain close relationships with colleagues across the Association, consulting with them where necessary on appropriate events;
- Sourcing and maintaining close relationships with speakers;
- Managing external suppliers from brief to budget, as and when necessary;
- No direct people management.

**Initiative/innovation**

- Regular monitoring of annual trends in delegate numbers and revenue and making recommendations to help drive growth;
- Researching members in terms of their CPD and events needs;
- Keeping abreast of the veterinary CPD and events market for competitor analysis, and avoiding date clashes where possible;
- Maintaining an active understanding and interest in the professional and political environment in which the BVA works and identify new market opportunities.

**Resources**

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

**Influence/impact**

- To oversee and where appropriate influence the work of the CPD Committee;
- To promptly and effectively manage appropriate communications with members regarding events, ensuring that BVA’s reputation is upheld at all times.

**Knowledge, skills and expertise**

- Experience of coordinating and supporting the delivery of a national and online CPD programme and larger events;
- Experience of producing reports and analysing data
- 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, or similar
- 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.