

Black Country
Chamber of
Commerce

EVENTS & EXHIBITIONS CO-ORDINATOR

JOB DESCRIPTION &
PERSON SPECIFICATION

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1. THE BLACK COUNTRY CHAMBER OF COMMERCE

BUSINESS IS DONE BETTER TOGETHER

This is a dynamic and exciting time for us following a three-year period of modernisation and restructure in order to become a contemporary and forward-looking organisation with the ambition to be one of the best Chambers of Commerce in the UK.

We are the leading business support organisation for firms operating across, based within or seeking to reach out to customers in Dudley, Sandwell, Walsall and Wolverhampton; we provide a range of services and products which make the process of doing that business easier and help companies to overcome barriers and limitations to growth as a powerful voice for the business community.

These include, new membership models designed around engagement which help businesses to connect and reach new markets; Future Link which provides a place for young professionals and the next generation to develop and grow; a full calendar of events and training opportunities; a range of export services enabling local businesses to trade across the globe as well as a place where firms can amplify their own messages through some of the most-accessed B2B channels and platforms in the region.

We are passionate about working with individuals and companies who want to shine a spotlight on the region and join us in putting the Black Country on the map as an inspiring place to do business.

Our events calendar is an essential part of the Chamber DNA – our members, stakeholders and the wider business community rely on us to develop compelling and engaging activity which informs and excites them, helps them connect with new markets and customers and provides them with opportunity to meet, explore and discover!

The COVID-19 emergency and Brexit have altered the business landscape and forced all of us to think differently about how we approach the way we work and how we spend our time. We envisage that many of our larger event activities will move to virtual delivery models during the remainder of 2020 and beyond. We are seeking to appoint an individual who can help us develop and deliver our online events activities – whether that is a conference, seminar, small roundtable discussion or large-scale exhibition or expo. The Events & Exhibitions Co-ordinator will be comfortable working both within the digital realm but also have experience of physical delivery as we began to plan our calendar for 2021 and the adoption of a hybrid approach around events engagement. In addition, the postholder will have experience of not just the delivery of activity but all aspects of the planning stages including understanding B2B audiences, an appreciation of topics and themes relevant to them, securing and liaising with speakers, negotiation with venues and suppliers, and generating sponsorship and income to support their events programmes.

2. ABOUT THE ROLE

The Events and Exhibitions Co-ordinator is a new role and comes at a time when we are rethinking our approach to events. Like many businesses, we use events as a keyway of engaging with its customers. Recently, like many businesses, we have had to evolve quickly, develop new propositions and begin to think digitally in terms of our approach.

Events and Exhibitions are delivered by Chambers up and down the country – we need to stand out from a crowded marketplace within the West Midlands as we move into the realms of a digital and physical hybrid approach for this key service.

You will work across a range of B2B events activities and opportunities which generate income, provide opportunities to discover and learn, enable members to connect with one another and further the Black Country Chamber of Commerce's reputation as the leading business support organisation for the region.

Outcomes and outputs are key to the success of this role and the postholder will need to juggle a varied workload across a number of areas and be comfortable and confident in the dynamics and complexities of different priorities.

3. RELATIONSHIPS

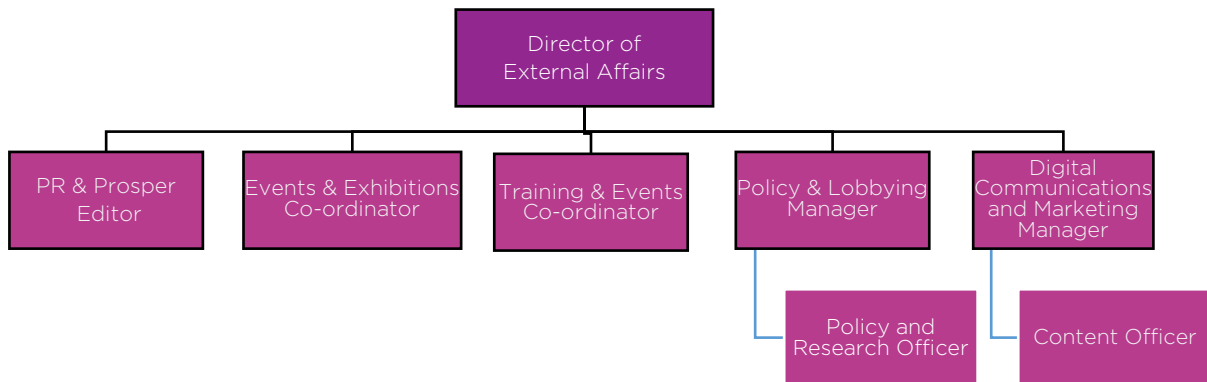
Events are a key part of what the Chamber does, and the Events and Exhibitions Co-ordinator plays a vital role in how we are perceived as an organisation. We need to get lots of moving parts right through the development and delivery of our events from the ideation stage through to planning, to marketing and recruitment, delivery and finally, the post-activity analysis which helps to shape and inform future programmes.

As such, relationships and daily interactions can be varied and engage with different layers of an organisation. We have outlined a summary of some of these key relationships and audiences:

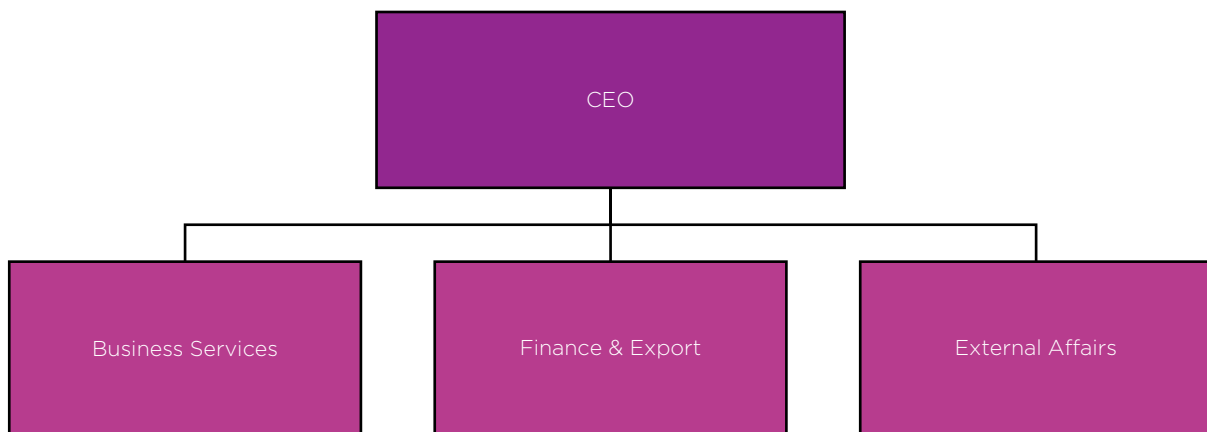
- **Black Country Chamber of Commerce Teams**
- **Black Country Chamber of Commerce Membership**
- **Venues**
- **Key business partners**
- **Suppliers**
- **Other business support agencies**

4. ORGANISATIONAL CHART

The Events & Exhibitions Co-ordinator is part of the External Affairs Team:



As part of one of a number of teams delivering for our members and the business community:



5. MAIN ACCOUNTABILITIES

Outlined below are the main accountabilities of the Events & Exhibitions Co-ordinator:

- Develop and lead on a range of high profile and large-scale events activities including conferences, expos, exhibitions and other activities
- Develop and lead on an agreed range of smaller events activities which further the work and reputation of the Chamber
- Produce dynamic and compelling activity from start to finish across a hybrid model which blends both a physical and virtual calendar – ensuring that we maintain a high standard of quality and consistency
- Lead on the Chamber’s digital events activity including making recommendations on platforms, systems and investments in technical infrastructure via comprehensive business cases
- Be a visible and engaged ambassador for the Chamber brand and our work
- Lead on developing an annual events calendar in conjunction with the Training and Events Co-ordinator, Director of External Affairs Team and Membership Team
- Scan the B2B events landscape in order to identify and recommend events activity which sets us apart from the competition
- Monitor and collate feedback from activities in order to ensure we are delivering the best service for members
- Identify and generate income via commercial opportunities and sponsorship to support the delivery of events and maintain the Events P&L – ensuring that all income opportunities are maximised, and costs controlled in line with the Chamber’s financial procedures
- Source, liaise and schedule speakers, panellists, guests – negotiating contracts and finalising agreements – for events activity
- Liaise with the marketing and communications teams to ensure that they have access to the most relevant and timely information in order to promote our activity – taking the lead on content for Events Mailers
- Create and maintain accurate, relevant and up to date CRM information relating to events interactions and monitor bookings
- Upload events activity to the CRM system / blackcountrychamber.co.uk to ensure events listings are visible
- Complete and ensure all administration relating to events

- Ensure that all events activities are delivered in line with the Chamber’s Health and Safety policies in order to ensure a safe and welcoming experience
- To carry out other duties commensurate with the role and role grade as required and directed from time to time

6. PERSON SPECIFICATION

A person’s suitability for the role and how they meet the below criteria will be assessed during the application, interview and any assessment stages

| AREA | ESSENTIAL | DESIRABLE |
|---|-----------|-----------|
| KNOWLEDGE | | |
| A degree and / or demonstrable understanding of the events industry – with a strong emphasis on B2B events development and delivery | ✓ | |
| A comprehensive understanding of how events are planned, delivered and evaluated within the context of a B2B organisation needing to excite and engage a multi-sector, multi-scale, multi-stakeholder business audience | ✓ | |
| A knowledge of the systems, tools, platforms (including capabilities and limitations) of digital tools for varying types of events delivery | ✓ | |
| A detailed understanding of the environment, institutions and the processes which influence and impact the work of the Chamber | | ✓ |
| An understanding of the Black Country economy, key sectors, issues and businesses | ✓ | |
| EXPERIENCE | | |
| Recent experience working within the client-side of events planning and implementation | ✓ | |
| Experience of working within a membership organisation | | ✓ |
| Experience of creating and delivering an engaging and varied physical events calendar | ✓ | |

| | | |
|---|---|---|
| Experience of creating and delivering an engaging varied and virtual events calendar | | ✓ |
| Experience of partnership working in order to develop and deliver an engaging events calendar | ✓ | |
| Experience of generating income for events activity | ✓ | |
| Experience of liaising with venues to purchase and plan events activity | ✓ | |
| Experience of managing and monitoring complex projects | | ✓ |
| SKILLS | | |
| Excellent networking skills with experience of building and maintaining relationships with a range of stakeholders and partners | ✓ | |
| Excellent communication skills both written and oral | ✓ | |
| Solid technical skills in order to recommend and managing digital systems for events delivery | ✓ | |
| Ability to run, monitor, prioritise and deliver a range of activities at different stages | ✓ | |
| Understanding of GDPR and Data Protection protocols and how they relate to events | | ✓ |
| Ability to work on own initiative and as part of a team | ✓ | |
| Possess an entrepreneurial flair and ability to identify and embrace opportunities | ✓ | |
| OTHER | | |
| Full UK Driving License and access to a suitable car vehicle and / or ability to travel across the region | ✓ | |
| Willingness to undertake training and personal development opportunities | ✓ | |

7. GENERAL INFORMATION

WORKING & DELIVERY

The Events and Exhibitions Co-ordinator is a member of the External Affairs team with outcomes and outputs being a key measure of the position. The principle of agile working is applicable to this position as the postholder will be needed to work offsite and digitally in order to deliver activity. As such, there is considerable opportunity for flexibility in how the postholder carries out their duties – including remote and home working.

The postholder should be available to attend meetings at the Black Country Chamber of Commerce Head Office alongside other events and activities across the region as deemed relevant and necessary.

Our standard hours of work are 35 hours per week. Given the nature of the role and a varied events calendar, flexibility in response to business requirements will be expected.

REPORTING

The role reports into the Director of External Affairs of the Black Country Chamber of Commerce.

The role has no direct reports.

SALARY

The salary for this role is Band D.

CONTRACT LENGTH

This is a permanent, full time role.

PENSION & BENEFITS

Company Pension Scheme is 6% contribution based on an employee contribution of 2% (subject to government changes).

Death in Service Insurance – 3 x gross salary.

The Chamber is part of an Employee Healthcare Scheme.

HOLIDAY ENTITLEMENT

The holiday entitlement is 25 days plus public holidays and our holiday year runs from 1st January to 31st December. The postholder is entitled to a further full paid day of leave on their birthday (to be taken on their birthday or the next available full working day).

Upon a full 12 months of service, employees also benefit from the following:

The Chamber traditionally closes for a number of days over the Christmas period which are in addition to your contracted holiday entitlement. This is at the CEO's discretion and employees who have not completed 12 months service may be required to save a number of days from their entitlement to cover this period.