



Black Country
Chamber of
Commerce

EVENTS & PROJECT OFFICER

JOB DESCRIPTION & PERSON SPECIFICATION

Last Updated December 2023

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1. ABOUT THE BLACK COUNTRY CHAMBER OF COMMERCE

BUSINESS IS DONE BETTER TOGETHER

The Black Country Chamber of Commerce is the successor organisation to a legacy spanning three centuries. It remains the leading business support organisation for firms operating across, based within, or seeking to do business in Dudley, Sandwell, Walsall and Wolverhampton. Our services and products make the process of doing business easier and helps members to overcome barriers limiting growth. Simply put, we are a powerful fellowship and the active champion for the business community.

Our ambition is to be one of the best Chambers of Commerce in the UK.

This is a dynamic and exciting time for us following an intensive period of modernisation and restructure to become a contemporary and forward-looking organisation. At a time when our members are doing business in a radically different trading environment following the UK's exit from the EU, the worst economic downturn on record and the lingering shadow of COVID-19, our support to members can be a lifeline.

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.

This is an inspiring place to do business and we have gained a reputation for delivering engaging and compelling campaigns and events which excite, inform, and develop our members.

2. ABOUT THE ROLE

We are looking for someone really exceptional.

Someone dynamic, commercial, well organised and, above all, up for the challenge.

This role will suit someone who is already well connected in the commercial world, someone who understands the make-up of businesses across the West Midlands and has experience of working with a variety of corporate partners and stakeholders to create impactful events and experiences.

The Chamber has built an unrivalled reputation for delivering events that add real value to business leaders across the Black Country and beyond. These events play a significant role in our work as an organisation and an opportunity to connect people to celebrate the best of the region.

Our ambition, or rather your ambition, is to substantially grow the impact of Chamber events. This includes activities of different scale and frequency from our regular events calendar such as briefings, forums and knowledge sharing to flagship, complex endeavors such as our Annual Awards and Economic Conference.

You will be responsible for developing and coordinating all our events that align with the organisation's strategy, including delivery, securing sponsorship, and ensuring a commercial return for the Chamber as well as outstanding experiences for partners and attendees.

You will be a budget holder and be responsible for writing and negotiating contracts with speakers, venues, and suppliers, working with colleagues from across the Chamber to develop audiences and increase attendance and be confident in seeking sponsorship and partner support to grow and expand our events offer.

If you have the creative flair to curate and develop an exciting programme of engagement combined with the commercial ability to take on this new and sensational role, we would love to hear from you.

3. RELATIONSHIPS

The Events & Project Officer plays a vital role in ensuring the success of our events and will engage with a number of people in both the development and delivery stages.

We have outlined a summary of some of these key relationships and stakeholders:

Black Country Chamber of Commerce Teams

Senior Management Team, Marketing, Membership, Policy and Comms, Finance

Black Country Chamber of Commerce Membership

To engage with members to promote events, identify speakers and sponsors.

Wider Business Community

To engage the wider business community to promote events, identify speakers and sponsors.

Sponsors and Business Partners

Ensuring we provide the best possible return on their investment.

Steering Committees

To help design appealing and successful events

Local Venues and related Suppliers

To understand and purchase from local organisations where possible.

4. MAIN DUTIES AND RESPONSIBILITIES

Outlined below are the main accountabilities of the Events & Project Officer:

Event Planning and Development

- Liaise with Senior Management Team, Head of Marketing & Communications along with internal teams to scope out the exact event and project requirements and develop the proposition.
- Map out the annual Events Calendar and share with internal teams to set direction and manage work expectations.
- Establish and build strong, effective, and constructive working relationships with key stakeholders.
- Promote Chamber events, including networking events, workshops, and conferences ensuring the sponsor is correctly aligned to the event with the correct amount of funding secured and managed to meet the event costs.
- Use of Gantt chart/s or other project management tools to ensure smooth running and recording of event planning that has visibility across the Chamber team.
- Produce detailed proposals for events (including timelines, venues, suppliers, legal obligations etc).
- Research venues, suppliers, and contractors.
- Negotiate prices and arrange contracts.
- Project manage each activity, ensuring everybody involved is briefed, updated and progress monitored.
- Arrange steering committee meetings where necessary, be responsible for tracking progress and actions.
- Be actively involved in the recruitment and engagement of Sponsors and Business Partners, developing and nurturing a pipeline of prospective supporters.
- Be responsible for events budget, seek approval to identify the budget, control of costs.
- Manage and coordinate suppliers and all event logistics.
- Liaise with sales and marketing teams to publicise and promote the event.
- Ensure everything is recorded via our CRM system.
- Plan for insurance, legal, health and safety obligations.
- Research opportunities for new commercial events along with suggestions on how to enhance current events and programmes.
- Manage the relationship with sponsors and business partners ensuring we deliver on expectations.
- Update Line Manager on a regular basis with details of progress, budgets, future plans and ROI.

Delivery

- Coordinate suppliers, colleagues, and guests on the day of the event to ensure that all runs smoothly and to budget.
- Organise facilities for car parking, traffic control, security, first aid, hospitality and the media as required.
- Ensure that insurance, legal, health and safety obligations are followed.
- Oversee the dismantling of the event and clear the venue efficiently.

- Anticipate and manage risk, preparing alternative solutions where necessary.
- Act on concerns of facilitators, participants, and key stakeholders.
- Address any potential conflict with external stakeholders.
- Record all activities to monitor success and feed into evaluation reports.

Evaluation

- Produce post-event evaluation to inform future events and satisfy conditions of sponsorship or funding by highlighting impact.
- Work with our Marketing team to produce an accurate record of numbers.
- Gather testimonials from attendees and sponsors.
- Record 'learnings' from events, both positive and negative.

Relationships

- Establish and build a strong, effective and constructive working relationship with a wide range of partners and stakeholders.
- At all times, demonstrate the values of the Black Country Chamber and be an advocate for our events, sponsors and business partners.

5. 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.

OTHER REQUIREMENTS

- Travel as required for the role
- Full driving license and access to a car with business insurance cover
- Right to work in the UK.

AREA	ESSENTIAL	DESIRABLE
EXPERIENCE		
Developing and delivering large, complex and high-profile events	✓	
Strong evidence of revenue generation through commercial events activity and / or sponsorship	✓	
Successful track record of achievement / delivery through their career	✓	
Working with a multitude of internal and external stakeholders at all levels	✓	
External representation, delivering presentations and managing stakeholders	✓	
Experience of chairing meetings		✓
KNOWLEDGE & SKILLS		
Broad understanding of the business community in the West Midlands and current issues affecting it		✓
Strong leadership skills, ability to motivate colleagues and bring people together from the wider team and ambassadors of the Chamber	✓	
Experience in a non-profit or membership-based organisation		✓
Strong communication and organisational skills	✓	
A good understanding of commercial drivers, opportunities and management	✓	
Ability to manage budgets and the adaptability to ensure margins are achieved, whilst dealing with unexpected occurrences	✓	

OTHER		
Demonstrate a commitment to the Chamber and its strategic objectives	✓	
Personal gravitas to work with stakeholders and represent the Chamber	✓	
Exhibit strong inter-personal and relationship building abilities	✓	
Proven ability to work independently with focus, determination and resilience	✓	
Demonstrate tact and diplomacy, with the ability to listen and engage effectively	✓	
Strong networking capabilities	✓	
Ability to foster and promote a collaborative team	✓	
Ability to commit time to conduct the role well, including travel and attending meetings out of office hours	✓	
Enthusiasm and Energy!	✓	

The above list is indicative only and not exhaustive.

6. GENERAL INFORMATION

WORKING & DELIVERY

From January 2023, the Chamber has implemented a hybrid working approach which currently includes a minimum of two full days at the Chamber's office.

The postholder should be available to attend meetings at the Black Country Chamber of Commerce's 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, Monday to Friday. Given the nature of the role and a varied events calendar, flexibility in response to business requirements will be expected.

REPORTING

This role reports to the Head of Marketing & Communications.

The role has no direct reports at present.

SALARY

The band for this salary is Band D.

CONTRACT LENGTH

Permanent.

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 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.