

Senior Conferences and Events Manager

Job description

It will take a society to beat dementia. Alzheimer's Society.



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Senior Conferences and Events Manager

Position in the organisation

Reports to the Head of Influencing Campaigns and Mobilisation, within the Evidence, Policy and Influencing department.

Leads a team of four members of the Conference and Events Team.

Member of the Evidence, Policy and Influencing Management team, the Research and Influencing Management Team and wider Society Management team.

Part of our Research and Influencing Directorate.

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

The Senior Conference and Events Manager leads on the strategic delivery of an annual portfolio of conferences and events, which range from Society owned conferences and events, to external public and professional events and conferences.

The post holder will lead a programme of work to maximise engagement and influencing opportunities and will play a key role in helping us to achieve our strategic ambition of delivering help and hope for everyone living with dementia.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

- Develop and implement a conference and events programme strategy and business plan that supports the delivery of Research and Influencing strategic objectives.
- Supports the creation of strategies for improving events activity and maximising opportunities.
- Deliver a portfolio of events for our research and influencing stakeholders, including a national conference, research events and roundtables.
- Lead the Conferences and Events team business and financial planning and monitoring, working collaboratively with the Head of Influencing Campaigns and Mobilisation and senior members of Research and Influencing.
- Responsible for budget management of the events programmes; responsible for setting, managing, reporting on and reforecasting the team budget.
- Ensure a high-performing and effective annual programme of events, which is aligned to the Research and influencing priorities that achieve impact.
- Leads and line manages the Conferences and Events team and temporary staff and volunteers as necessary.

- Manage and assign responsibility for jobs and projects within the team and ensure they remain on track and within budget. Oversee key decisions for event delivery, including venues, speakers, format, approving work to agreed levels.
- Manage event budgets and income effectively, planning strategies for income generation for our annual conference from sponsorship and exhibition sales.
- Work collaboratively and enable colleagues to engage with their audiences through events, such as local and national systems leaders in health and social care.
- Ensure the voice of those affected by dementia is considered appropriately in the events we deliver and attend. Plan the involvement of lived experience across all events, including co-producing all or parts of the conferences and events we deliver.
- Build in meaningful equality, diversity and inclusion into our conferences and events programme. Ensure that our events are inclusive to all attendees, and representative of a diverse range of voices.
- Effectively evaluate all activity, measuring the impact of projects against set objectives and outcomes in line with our strategy, and ensuring continuous improvement.
- Represents the Society and build relationships with key external figures and partners. Negotiates with suppliers.
- Work with brand, marketing and communications colleagues to create robust communications plans for events that ensure the right promotion prior to, during and after events.
- Develop the Society's presence at third party national and international events. Make strategic decisions about which conferences and events the Society should attend or engage with.
- Research the latest innovations for conferences and events and ensure that our events are up to date with the latest developments in technology and sustainability.
- Play a key role in ensuring the integration of the Society's marketing, brand, corporate campaigns and communications at all events and conferences. Work to develop and deliver effectively in partnership conferences and events that align with our strategic priorities.
- Work with the Creative Team to design and deliver on Conferences and Events branded materials.
- Manage external operational management companies and other third party partners and agencies to ensure that we are at the cutting edge of thinking in terms of events delivery.
- Act as an expert resource on conferences and events management for other Society employees and volunteers.
- Ensure the Health and Safety policy; Employment and Public Liability insurance and Risk Assessments are up-to-date and compliant for all our events.
- Work out of normal working hours as required by the events programme.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.

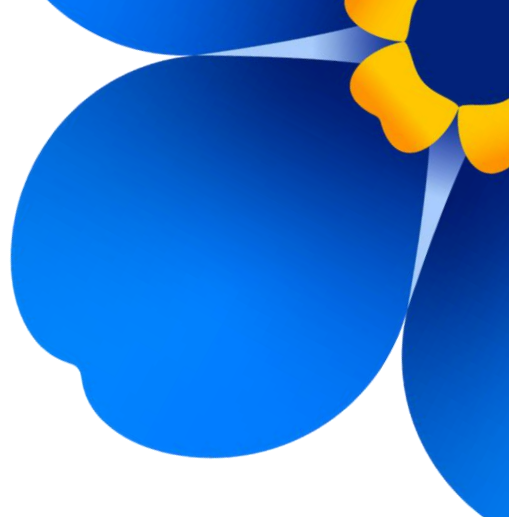
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Experience of working at a senior level in an events role on client or agency side, preferably with experience of organising events in the third sector.	A/I
Proven experience of successful management in conference production, organising successful large-scale events and conferences – in person, hybrid and virtually.	A/I
The interpersonal skills and experience required to manage, motivate and inspire staff and volunteers to create a high performing team.	A/I
Experience of leading a team to achieve success, including developing and working to briefs, workload planning and managing a team to deliver high standards with agreed timeframes.	A/I
Committed to continued professional development and developing high performing teams.	A/I
Experience managing a complex workload and meeting deadlines successfully.	A/I
Ability to influence and negotiate with senior internal and external stakeholders.	A/I
Demonstrable experience of evaluating the impact of events so that learning captured is used inform and improve the events programme.	A/I
Experience of recruiting and managing third party event partners and agencies.	A/I
Good presentation, promotional and communication skills.	A/I
Financial management skills with the ability to build and manage budgets effectively.	A/I

Motivated self-starter and problem-solver with the ability to seek out opportunities of benefit to the Society and those affected by dementia.	A/I
Able to travel throughout region and undertake evening work and overnight stays as required.	A/I
Commitment to the mission, values and objectives of the Alzheimer's Society.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter with a determination to make a difference.	A/I
Effective organisational and timekeeping skills.	A/I
Good attention to detail.	A/I
Non-judgemental communication.	A/I
Commitment to and understanding of equal opportunities.	A/I
Understanding of the inclusion agenda and its relevance within a diverse society.	A/I



Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contributions rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face cooselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

- Enhanced family leave - 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave