Voluntary Organisations Disability Group

Job Description

Job title	Events and Engagement Manager
Reports to	Director of Membership and Operations
Line management responsibility	Membership and Marketing Officer
Location	Home based with occasional travel for meetings
Hours and contract	37.5 hours per week, permanent
Salary	£45,000 per annum

About VODG

The Voluntary Organisations Disability Group (VODG) represents over 100 organisations within the voluntary sector whose work is focused on enabling disabled people of all ages to live the lives they choose.

VODG believes that an ambitious, reliable and vibrant voluntary sector that works together is critical to achieving this aim.

VODG's mission is focused on two key areas – enabling our members to be the best they can and improving the environment in which its members operate.

VODG believes that policy and influencing, membership support and organisational development should centre around the views of disabled people and be influenced by professional expertise.

Introduction to the role

This role is for an exceptional professional who can:

- Successfully design, plan, coordinate and deliver a diverse programme of events and member engagement activities and be able to do this both independently and co-producing with colleagues.

- Develop high-quality, engaging content, copy and communications materials that support member engagement, participation and organisational objectives.
- Understand how to harness the latest technology innovations and solutions to deliver the very best meetings outcomes.
- Use strong organisational and project management skills.
- Manage multiple priorities simultaneously whilst maintaining attention to detail.
- Build productive relationships with members, sponsors, speakers, venues, suppliers and stakeholders.
- Use data and insight to support continuous improvement.
- Effectively use CRM, CMS and digital engagement systems to support delivery, reporting and member engagement.
- Lead, support and develop staff, creating a positive, high-performing environment that encourages continuous learning, ownership and professional growth.
- Be committed to always delivering an excellent member experience.

As VODG continues to expand its programme of conferences, professional networks, member events and stakeholder engagement activity, this role will play a central part in ensuring activities continue to be delivered to a consistently high standard and provide maximum value to members, partners and our stakeholders.

Purpose of role

The Events and Engagement Manager will:

- Ensure VODG's vision, mission, values and beliefs inform all aspects of the delivery of this role.
- Lead the planning, coordination and delivery of VODG's annual programme of conferences, events, professional networks, member engagement and external stakeholder activities.
- Build effective relationships across VODG to ensure events, engagement activity, strategic programmes and organisational priorities are successfully delivered.
- Ensure delegates receive a consistently high-quality experience across VODG's activities.
- Identify, develop and implement new engagement opportunities, products, services and member-focused initiatives that enhance

member value, support organisational growth and contribute to VODG's strategic objectives and long-term sustainability.

- Contribute to the design and development of new products, services and engagement offers that support VODG's strategic objectives.
- Use data, evaluation and member feedback to improve participation, engagement and performance.
- Lead the coordination of external engagement activity including conferences, parliamentary events, speaking opportunities and stakeholder events involving VODG colleagues.
- Support the Leadership Team to maximise the value and impact of external engagement opportunities and work collaboratively with VODG colleagues.
- Line manage the Membership and Marketing Officer.
- Contribute to membership engagement, retention and satisfaction.
- Be responsible for own professional development.

Specific responsibilities and duties

Events and engagement

- Lead the planning and delivery of VODG's annual programme of conferences, events and member activities.
- Manage the organisation and delivery of the AGM, annual conferences and other flagship events.
- Coordinate webinars, workshops, roundtables, professional networks and member engagement activities.
- Design and develop event objectives, success measures and evaluation approaches for key activities.
- Coordinate the planning and delivery of learning programmes, academies, masterclasses and other structured development opportunities.
- Provide event, engagement and operational delivery support for benchmarking programmes, development initiatives and other strategic projects.
- Develop and maintain VODG's annual events calendar.
- Develop and maintain an annual events and engagement plan aligned to organisational priorities and member needs and monitor progress against agreed objectives and success measures.

- Develop detailed project plans, delivery schedules and event timelines.
- Manage venues, suppliers, speakers, facilitators and event partners.
- Oversee registrations, delegate management and event administration.
- Monitor event budgets and ensure activities are delivered within agreed resources.
- Evaluate attendance, participation, satisfaction and impact across events and engagement activity and use insight to drive continuous improvement.
- Ensure all events are delivered to a consistently high standard and provide an excellent participant experience.
- Ensure access requirements and reasonable adjustments are identified and responded to proactively and appropriately.

Professional networks and member engagement

- Lead the coordination and delivery of VODG's programme of professional networks and member communities.
- Work with network chairs, speakers, partners, colleagues and VODG leadership to plan and develop engaging programmes of activity, ensuring alignment with organisational priorities and member interests.
- Take responsibility for the planning, organisation and smooth running of network meetings, forums and member engagement activities.
- Support agenda development and forward planning in collaboration with colleagues, network leads and stakeholders.
- Ensure appropriate event logistics, communications, materials and follow-up activities are in place.
- Monitor participation and engagement levels and identify opportunities to enhance member experience and value.
- Support member onboarding and engagement activities.
- Identify opportunities to increase participation, member value and member satisfaction.
- Ensure key actions, learning and outcomes arising from network meetings and engagement activity are captured and communicated appropriately.

External engagement and CEO support

- Lead the coordination of VODG's external events and stakeholder engagement activity.
- Alongside colleagues, coordinate and support Chief Executive

attendance at conferences, speaking engagements, roundtables and sector events.

- Prepare or coordinate briefing materials, event information and supporting documentation for Chief Executive and senior colleagues as required.
- Work with partners, sponsors and colleagues to deliver events and engagement activities that provide value to members and stakeholders.
- Coordinate logistics, registrations, briefings and supporting materials for external events where required.
- Maintain oversight of key events, conferences and engagement opportunities relevant to VODG.
- Work with colleagues to maximise the value and impact of external engagement activity.
- Support appropriate follow-up activity arising from external meetings, conferences and stakeholder engagement opportunities.

CRM, CMS and data management

- Support the effective day-to-day administration and use of VODG's CRM, CMS and member engagement systems.
- Ensure member, stakeholder and event records are accurate, complete and maintained to a high standard.
- Identify and implement appropriate digital tools and technologies to enhance event delivery, participation, accessibility and member experience.
- Manage event-related data and reporting processes.
- Oversee data quality processes and record maintenance.
- Support member communications and engagement campaigns through organisational systems.
- Produce reports (including ratings and feedback) and dashboards relating to events, engagement and participation.
- Systematically review feedback and bring forward recommendations to improve engagement, participation and member experience.
- Support the administration of digital platforms and member engagement tools.
- Ensure compliance with GDPR and data protection requirements.

Insight and performance

- Produce regular reports on attendance, participation and engagement.

- Analyse satisfaction and feedback, engagement and participation trends.
- Systematically analyse attendance, participation, feedback and engagement data, identifying recommendations for service improvement and future development.
- Take an active part in all member surveys and consultation activity.
- Provide insight and recommendations to support future planning and decision-making.

Communications and marketing

- Work closely with the Membership and Marketing Officer to deliver effective communications and marketing activity.
- Ensure events and engagement opportunities are promoted through appropriate communication channels.
- Support the delivery of event marketing campaigns.
- Contribute content for newsletters, websites and social media where required.
- Ensure consistent branding and messaging across VODG activities.
- Develop event and engagement content for newsletters, websites, social media and other communications channels.
- Work with colleagues to increase engagement through digital communications and social media activity.

Line management

- Line manage the Membership and Marketing Officer.
- Undertake regular supervision, objective setting and performance reviews.
- Support professional development and continuous improvement.
- Manage workload planning and prioritisation.
- Ensure the effective delivery of membership administration, communications and event support functions.

Stakeholder engagement

- Develop positive relationships with members, sponsors, suppliers, speakers, facilitators, partners and stakeholders.
- Support the delivery of sponsor and partner-supported events and activities.

- Ensure external stakeholders receive a high-quality experience when engaging with VODG.
- Represent VODG professionally at meetings and events.

General

- Support the organisation to achieve its strategic objectives.
- Build effective working relationships across VODG, ensuring events, engagement and stakeholder activity are aligned to organisational priorities and support the delivery of strategic objectives, member value and organisational impact.
- Work collaboratively across the organisation to support membership, policy and influencing, strategic programmes and organisational development priorities through high-quality events, engagement and stakeholder activities.
- Be a proactive and professional representative of VODG and its values at all times.
- Undertake such duties as may be deemed necessary by the CEO, Director of Membership and Operations and/or other colleagues that are commensurate with the level of this post.

This job description is not intended to be exhaustive, but rather to provide a framework within which you will work. It will be reviewed in consultation with you as necessary.

Person specification

	Essential	Desirable
Education/ Qualifications	• Degree level qualification or equivalent experience. • Evidence of continuous professional development.	• Project management qualification. • Professional qualification in events, marketing, communications or a related discipline.
Experience, skills and knowledge	**Event management and delivery** • Significant experience designing, planning and delivering conferences, events, professional networks and engagement activities. • Experience identifying, developing or implementing new events, programmes, services or engagement initiatives • Experience managing multiple events and competing priorities simultaneously.	• Experience working within a membership organisation, charity, professional body or trade association. • Experience supporting professional networks, communities of practice or peer learning groups. • Experience working with

	• Experience delivering events involving senior leaders, boards, trustees or external stakeholders. • Experience managing event budgets, suppliers, venues and event logistics. • Strong organisational and project management skills. • Experience working effectively with offices of senior leaders, trustees, keynote speakers and other high-profile stakeholders. • Experience delivering both virtual and in-person events. **Membership engagement and relationship management** • Experience building and maintaining productive relationships with a diverse range of stakeholders. • Experience delivering high-quality customer, member or stakeholder experiences. • Ability to identify opportunities to increase member engagement, participation, satisfaction and value. • Experience working collaboratively across teams and managing competing priorities. **CRM, data and digital systems** • Experience using CRM systems to support engagement, events or stakeholder management. • Experience maintaining data quality and managing databases. • Experience using digital engagement tools, virtual event platforms and event technologies to enhance participant experience. • Experience using CMS platforms and website content management systems. • Experience producing reports and analysing engagement or performance data. • Strong analytical skills and attention to detail. • Experience using digital systems to improve efficiency and user experience. **Leadership and people management** • Experience of line managing staff, including supervision, performance management and professional development. • Ability to motivate, support and develop colleagues. • Excellent organisational and prioritisation skills. • Ability to work independently and take ownership of delivery.	sponsors, partners or funders. • Knowledge of the disability, voluntary, health and/or social care sectors. • Experience supporting learning and development programmes, academies, masterclasses or leadership development initiatives. • Experience developing new events, products, services or income-generating opportunities. • Experience using event apps, virtual event platforms or digital engagement technologies. • Experience managing remote working staff. • Experience supporting organisational change or continuous improvement initiatives.

	• Strong attention to detail and commitment to high standards. **Communications and Influence** • Experience developing content, communications or briefing materials for a range of audiences. • Excellent written communication skills. • Strong verbal communication and interpersonal skills. • Experience producing reports, briefings, presentations, event materials or communications content. • Experience using digital engagement tools and technologies. • Experience using data, insight and feedback to improve participation, engagement and member experience. • Ability to adapt communications and engagement approaches for different audiences and stakeholder groups. **General** • Ability to work effectively across teams, manage competing priorities and build productive relationships within a remote and geographically dispersed organisation.	
Personal qualities (essential)	Commitment to VODG's vision, mission, beliefs and values: • **Ambitious** – you will always want to secure the best outcomes for yourself and for VODG. • **Collaborative** – you will get the best from others and form meaningful partnerships. • **Proactive** – you will think laterally, plan ahead, be 'ahead of the curve' and always focus on solutions. • **Professional** – you will be politically sensitive and represent yourself, VODG and its members in the best light at all times. • **Thoughtful** – you will take time when it is appropriate, stay well informed and use evidence to make a case. • **Agile** – you will be comfortable working flexibly within systems to respond to last minute requests within an ever changing external environment.	