

JOB DESCRIPTION

JOB TITLE	Events Manager
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RESPONSIBLE TO	Director of Educational Development
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RESPONSIBLE FOR	Events Coordinator x 1
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BACKGROUND

The BIR is an international membership organisation, a multidisciplinary society and a registered charity. We are for everyone working in imaging, radiation oncology and the underlying sciences.

With a new five-year strategy in place, the Education team play a key role in one of our areas of greatest growth potential; helping to ensure the BIR remains financially sustainable in a changing environment, offering education to more people, and helping grow our membership.

We aim to deliver world class education, training and CPD in a wide range of new and exciting formats, in response to current and future market needs. In 2022/3 the Education team ran 39 events over the year, including 12 virtual events, 11 face-to-face events – including two that were hybrid, and 16 webinars.

JOB SUMMARY

This post is central to the activities of the BIR. The role-holder will ensure effective planning, marketing and delivery of the BIR's educational events, which includes a combination of both in-person and virtual events. The role is hands-on and often involves working as part of a multidisciplinary team.

You must be able to complete a wide range of activities requiring clear communication, excellent organisational skills and attention to detail. You must be able to work well under pressure, ensuring smooth and efficient delivery of an event. Some UK travel and out of hours working is involved.

KEY RESULT AREAS

MEETINGS PROGRAMME/TYPICAL WORK ACTIVITIES

- To plan, coordinate and manage the educational events programme

(currently approximately 39 events per year).

- To plan, develop and market the annual events calendar in a timely manner.
- To liaise as required with the Education Committee, Special Interest Groups and Regional Branches ensuring that educational events are proposed and organised within the annual events calendar (involved from inception to delivery).
- To attend and brief all BIR Special Interest Groups and Regional Branches on performance of meetings and events. This includes post-event evaluations (including data entry and analysis and producing reports for event stakeholders and Education Committee).
- Lead the delivery of our key annual events, including managing logistics, administration and engaging with speakers, delegates and sponsors at the event.
- To assist in delivering the education programme in a wide range of new and exciting formats.
- To undertake market research to identify opportunities for events.
- To work closely with 'event leads' to ascertain their precise event requirements. Also, responsible for bringing any deviation or potential risk to the programme to the attention of the Director of Educational Development in a timely manner.
- To source and develop relationships with sponsors, event exhibitors and corporate members
- To ensure that all tasks required to produce successful events are allocated to the appropriate staff member and to support staff in performing those tasks. To monitor income against budget and ensure that the BIR income is maximised through delivering excellent programmes and through creative use of facilities.
- To act as an ambassador for the BIR and foster strong relationships with stakeholders including sister organisations and industry contacts
- To prepare the annual budget forecasts for the coming year and monitor

and report against performance during the year.

- To scope, secure and book suitable venues or locations for events.
- To ensure health and safety, insurance and legal obligations are adhered to.
- To co-ordinate venue management, caterers, exhibitors, contractors and equipment hire.
- To undertake any other duties, appropriate to the grade, as required by the Director of Educational Development/Chief Executive.

BIR ARTIFICIAL INTELLIGENCE (AI) CONGRESS: To take the lead on organising the BIR's highly successful AI Congress, working with the programme organisers to deliver this annual event.

EVENT PUBLICITY: To research avenues and media for advertising events appropriate to the subject matter and co-ordinate design, production and distribution of the pre-event publicity in the appropriate journals/magazines and via electronic means (newsletters, databases, websites, social media etc) to maximise attendance and revenue. To co-ordinate and analyse event evaluations and feedback to Director of Educational Development and Education Committee.

MARKETING: To work with Senior Management Team and Chief Executive to contribute to the BIR's overall marketing strategy. To identify opportunities at events to attract delegates to join the BIR, ensuring promotional membership material is available. To work towards attracting new corporate subscribers and to secure the continuing support of existing ones to either exhibit or financially support the scientific meetings.

GENERAL: To ensure adherence to the Key Performance Indicators for educational events, identifying any deviation and taking remedial action as necessary. To liaise closely with the Education team (learning technologists, education development manager) ensuring blended events are delivered increasing accessibility and engagement. Liaising closely with the wider BIR team, including Communications, Membership and Publishing to ensure activities are widely promoted and events supplemented with relevant publication materials.

QUALITY MANAGEMENT:

- To ensure new staff are inducted in the correct processes.

FINANCIAL MANAGEMENT:

- To ensure the production of income and expenditure budgets for each event, prior to approval by the Director of Educational Development.
- To monitor the departmental budget, reporting variations in a timely manner to the Director of Educational Development and the Director of Finance & Operations.
- To take any remedial action as directed to ensure the budget remains on target.
- To ensure the prompt reconciliation of meetings and income/costs in conjunction with the Director of Finance & Operations.
- To collate financial information to support income and expenditure review.
- To ensure all invoices are signed off promptly and reconciled.

STAFF MANAGEMENT: To line manage one full-time Events Coordinator. To ensure staff performance is optimised through the annual appraisal process, giving support and encouragement to staff to develop themselves.

GENERAL: To report on performance of the department as requested by the line manager and SMT, Education Committee and trustees. To contribute to the BIR's strategic plans, education implementation plan, business and operational plans as requested. To prepare reports on activity and statistics within the sphere of responsibility as requested.

PROFESSIONAL DEVELOPMENT

- To ensure personal skills and knowledge are updated through attendance of internal and external training courses, ensuring their PDP is updated regularly.

HEALTH AND SAFETY AND PERSONNEL PRACTICES AND PROCEDURES

- ◆ To comply with the Institute's health and safety policy and procedures and all statutory HSE regulations and health and safety laws. To comply with the BIR's personnel practices and procedures.