



Part time Event Manager
£35,000-40,000 *pro rata*

The Progress Educational Trust (PET) is an independent charity that improves choices for people affected by infertility and genetic conditions. This is achieved primarily through publishing BioNews (a free online news digest) and by organising events, mostly in the form of online public debates.

Role overview

This is a new role, created to fulfil PET's ambition to extend its reach through its events programme. Over 30 years PET has built a reputation for providing influential discussions in the fields of fertility, genetics/genomics, and embryo/stem cell research. Online, free-to-attend public debates are a core feature of this programme, catering for mixed audiences of medical professionals, legal professionals, academics, patients, and anyone with an interest in our topics. Other events include a flagship in-person Annual Conference, research/policy launches, and social/fundraising events.

Reporting to the Director (and working closely with her), you will enjoy autonomy, and can shape the role to fit your strengths and interests. You will also benefit from the support of a small close-knit team – and an army of volunteers!

This is a part time role (3-4 days a week), working from PET's office in central London, with some evening work and occasional overnight stays away from home required (TOIL given). Some home working will be considered.

PET has invested in Salesforce as its CRM, with a custom-built events management tool within that. Integrated with Salesforce is Campaign Monitor, used for mass marketing emails. PET's website is built on WordPress. Online PET events are currently hosted on Zoom.

Currently, PET produces around 15 free online discussion events and one in-person, full-day conference a year.

Key responsibilities

Event planning and organisation

- Work with the Director to develop the programme of debates: topics, speakers, scheduling. This requires both long-term planning and reactive work, to respond to developments in the fields of genetics, genomics and fertility.

- Work with the Director (and other staff/volunteers) on the theme and detailed agenda of the Annual Conference.
- Take ownership of and accountability for these events – liaise with speakers, sponsors, staff/volunteers and suppliers, to ensure successful delivery.
- Customer service – manage event registration (online/in-person) and providing audience support before and during events (eg, assisting registrants who are having trouble accessing the events). No specialist technical knowledge needed, full training given.
- Management of resources – organise staff, volunteers and suppliers to assist in delivering events, and manage their activities during events.
- Be responsible for the schedule of emails to registrants – reminders, technical support and follow-up emails.
- Use the CRM to issue feedback requests and then generate, refine and distribute post-event reports.
- Organise other events (usually in-person events) as and when needed. These will include promotional events, celebrations, and functional meetings such as Advisory Committee meetings and Trustee meetings.
- Assist with organising PET's attendance at other events – identify appropriate conferences that PET should attend, liaise with and organise staff/volunteers to attend these events, ensure that appropriate materials are available.

Marketing and promotion

Working closely with both the Marketing Manager and Digital Manager:

- Use PET's CRM and events management system to publish event details on the website.
- Use PET's email marketing tool to send event email promotions.
- Promote events using all available and appropriate marketing channels – social media, PET website, press releases.
- Be the first point of contact for all potential event attendees, sponsors, media enquiries. Monitor and manage the event email inbox.
- Be responsible for the input and ongoing accuracy and cleanliness of event registrant/attendee data on PET's CRM/event management system. Manage the accurate import and export of data between systems.

Financial management

- Help prepare an annual event budget, be responsible for working to the agreed budget.
- Negotiate best rates with suppliers, and manage the invoice/payment process.
- Support the Director in obtaining sponsorship for appropriate events.

Other responsibilities (dependent on applicants' skills)

- Assume responsibility for the charity's podcast channel – see www.spreaker.com/show/progress-educational-trust-podcast – managing a third-party

producer to create episodes from PET events, and promoting individual podcasts as well as the podcast archive.

- Assume responsibility for the charity's YouTube channel – see www.youtube.com/ProgressEducationalTrust/videos – managing a third-party video producer to create films from PET events, and curating and promoting the platform.
 - Update the 'Engagement' section of the PET website – see www.progress.org.uk/engagement
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About you

Essential skills

- Experience of events management and delivery, both online and in person. We are specifically looking for experience in managing public discussion events, and not fundraising events.
- Experience of working specifically with CRM and CMS software (including Salesforce, Campaign Monitor and WordPress), accompanied by a willingness to learn how to use unfamiliar tools and systems.
- A calm, unflustered approach, able to respond efficiently to real-time challenges (eg, unexpected technical difficulties and indisposed speakers) while also being able to anticipate such challenges and reduce the chances they will occur.
- Proven time management skills, attention to detail, and an ability to consistently meet deadlines despite many conflicting demands.
- Excellent communication skills, including an ability to assimilate information and to prepare appropriate, clear and concise content.
- A self-starter with effective interpersonal skills, and a track record of collaborative working and building sustainable relationships at all levels.

Desirable skills

- Knowledge or experience of working in the charity sector.
- Experience of science communication and public engagement (including lay-accessible communication of specialist aspects of science, medicine, law, policy and ethics).
- Experience of editing audio and visual material (for example with Audacity, ClipChamp or DaVinci).
- Basic knowledge of HTML.
- Import and export of .csv files.