

Job description

Job title:	Events & Sponsorship Coordinator
Department:	Marketing and Communications
Location:	Victoria, London, SW1/Hybrid
Working hours:	Monday to Friday, 35 hours per week minimum
Contract:	Permanent
Responsible to:	Events and Sponsorship Manager
Salary:	Band 6

About us

The Education and Training Foundation (ETF) is the workforce development body for the Further Education and Skills sector. We work in partnership with others to deliver professional learning and development for teachers, trainers and leaders. We balance government priorities with sector needs to achieve our core charitable purpose to improve education and training for learners aged 14 and over.

The ETF believes that the key to improving education and training is to support teachers, trainers and leaders to excel. Everything we do is in pursuit of its vision of:

- highly effective, professionally confident teachers and trainers
- first class leadership of the sector
- FE as the career of choice for ambitious professionals who wish to make a difference.

Our commitment to Equity, Diversity, Inclusion and Belonging

FE is for everyone - it gives everyone opportunities to excel at whatever stage of their learning journey they are at. We are proud of the work that staff across the sector do to support learners to excel, and in particular to support those in the least advantaged groups. Through offering lifelong learning, our sector supports the journey towards social justice. We are an employer committed to sustainable practice and have an open and fair People Strategy where all staff have equal opportunities to develop and excel. Our values guide us in how we work with teachers, trainers, leaders, partners, and stakeholders alongside how we behave and operate as a team.

Role purpose

This is an opportunity to help raise the profile of the Education and Training Foundation (ETF) by supporting the delivery of a varied portfolio of events as well as coordinating our presence and the presence of our sponsors at sector events.

You will coordinate a strategic events plan that aligns with our objectives, brand, and values, promotes our work to our core audience of leaders, teachers and trainers in the FE and Skills sector and builds strong and lasting relationships with partners and stakeholders.

Responsibilities

- Assist in coordinating and project managing a varied portfolio of events, including an annual member conference, internal staff events, roundtables, and a range of face-to-face and online events as well as overseeing the ETF's presence at sector trade shows and conferences.
- Work with the events manager to proactively seek impactful speaking and sponsorship opportunities to help build the profile and raise awareness of our work within the FE and Skills sector.
- Track the events budget, including regular reporting and tracking on spend.
- Produce corporate display materials and collateral for events, giving consideration to sustainability, and working closely with the marketing team to ensure brand guidelines are upheld.
- To contribute to the quality review process for contract-specific events.
- To provide financial administration including raising and approving POs and invoices.
- To monitor, analyse and report on booking data, participation rates and satisfaction levels.
- To maintain records within key data systems including CRM, Booking System and the Professional Development Platform.
- To collaborate with colleagues in the marketing and regional engagement team and with delivery partners to achieve the required outputs and achievement of programme KPIs.
- To act as an ambassador for the organisation at all times and provide a positive and professional image of the role and organisation.
- Represent the marketing and communications team in regular cross-organisational internal meetings, and external meetings as needed, reporting on events activity and offering expert advice as needed.

Additional information

- DBS check will be required for handling contact data as a contract requirement with the Department for Education.
- Frequent regional and national travel, with occasional overnight stays, on behalf of the organisation.

Person specification

	Essential skills for the job
Experience, skills, and knowledge	
Excellent organisational skills; able to demonstrate capability in multiple task management, prioritise workload and evidence of success in delivering outcomes to agreed timescales and tight deadlines.	✓
Strong IT skills including Microsoft Office packages (Word, PowerPoint, Excel, Outlook).	✓
Solution orientated – problem solver, flexible, adaptable & resilient	✓
Strong interpersonal skills with the ability to communicate and work effectively across teams and with a variety of people both internal and external to the organisation.	✓
Experience of project managing activities or events from inception to delivery	✓
Good attention to detail with the ability to monitor, review and support tasks	✓
Data literacy – experience of data management, manipulation, analysis, interpretation and reporting	✓
Experience in building stakeholder relationships with knowledge of increasing engagement and participation	✓
Skills in administering and monitoring budgets.	✓
Understanding of the FE sector	✓
Personal qualities	
Demonstrate commitment to the ETF's values	✓
Self-starter, with the ability to work autonomously with limited support	✓
Promotes and works in accordance with organisational values	✓
Demonstrate a knowledge, understanding and personal commitment to Equality, Diversity and Inclusion across all areas of work	✓
Highly motivated and proactive, with excellent interpersonal skills	✓

Calm under pressure, flexible, friendly and helpful	✓
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Employee			
Full Name:		Date:	
Line manager			
Full Name:		Date:	