

# Senior Event Coordinator Job Description

<b>Department / team</b>	Communications, Engagement and Events team
<b>Location</b>	FIGO House, Waterloo Court, 10 Theed Street, London, UK
<b>Main purpose of job</b>	As part of the Events team, support the organisation and delivery of FIGO events – including the biennial FIGO World Congress, including the biennial FIGO World Congress, online and regional events, webinars and internal FIGO events – providing an excellent experience to our growing network of stakeholders.
<b>Reporting to</b>	Senior Event Manager
<b>Budget responsibility</b>	To give contribution and support to budget setting and ongoing budget monitoring.
<b>Organisational relationships</b>	FIGO Chief Executive and Chief Operating Officer, Communications and Engagement team, Finance team, FIGO Programmes and the International Journal of Gynecology and Obstetrics (IJGO), FIGO Divisions and Committees, Member Societies, Congress Organising Committees, Scientific Programme Committees, Local Organising Committees, FIGO Board of Trustees, Professional Conference Organisers (PCOs)
<b>Hours / tenure</b>	37.5 hours per week excluding lunch breaks
<b>Job context</b>	<p>The International Federation of Gynecology and Obstetrics (FIGO) is the world's largest alliance of national societies of obstetrics and gynaecology, bringing together professionals from more than 130 countries and territories. For over 65 years, FIGO has collaborated with the world's top health, rights and donor bodies. We are in official relations with the World Health Organization (WHO) and consultative status with the United Nations (UN).</p> <p>FIGO is dedicated to the improvement of the health and rights of women and girls and to the reduction of disparities in health care, as well as to advancing the science and practice of obstetrics and gynaecology. We pursue our mission through education, research implementation, advocacy and capacity building with our member societies.</p>
<b>Major responsibilities</b>	The primary function of the Senior Event Coordinator is to support the Senior Event Manager on the design and delivery of the biennial FIGO World Congress, online and regional events, webinars and internal FIGO events, with a particular focus on exceptional marketing, industry-leading sponsorship engagement and social programming

<p><b>Specific responsibilities</b></p>	<p><b>Strategy and planning</b></p> <ul style="list-style-type: none"> <li>• Contribute to the continual development of FIGO’s events strategy, including by horizon scanning and forward planning.</li> <li>• Identify opportunities in event marketing, sponsorship and social programming that help raise the profile of FIGO as the global voice for women’s health and to highlight our value to member societies, partners and donors.</li> <li>• Actively seek opportunities for improvements to event workflows and systems to increase efficiency and improve communications.</li> <li>• Contribute to the setting and monitoring of event-related budgets and procurement of services, with a particular but not exclusive focus on sponsorship, marketing and social programming.</li> <li>• With the Senior Event Manager and Communications and Engagement team, develop and maintain the FIGO events content plan, ensuring communications are accurate, timely and relevant.</li> </ul> <p><b>Stakeholder management</b></p> <ul style="list-style-type: none"> <li>• Identify, engage and build relationships with key internal and external stakeholders, including FIGO Programmes, Divisions and Committees, Member Societies, industry sponsors, non-profits and partner organisations such as the WHO.</li> <li>• Actively seek opportunities to get FIGO’s voice heard by global and regional partners to build the profile of FIGO’s events.</li> <li>• Work closely with the Membership Engagement Coordinator to support the development of FIGO’s database (CRM and other systems such as event management software) of members, partners, media and other stakeholders, to help maximise engagement opportunities across all FIGO events.</li> <li>• As a key liaison with FIGO’s Local Organising Committees, ensure the timely administration of meetings and provide guidance to support them in fulfilling their responsibilities while maintaining a positive relationship with FIGO HQ, flagging potential risks and roadblocks to the Senior Event Manager.</li> </ul>
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### **Event sponsorship**

- With the Senior Event Manager, FIGO Leadership and PCOs, develop and execute a clear sponsorship strategy to expand our offer and drive long-term engagement between FIGO and our partners.
- Identify, engage and develop relationships with existing and potential sponsors to ensure continued income and engagement from Congress sponsors, maintaining long-term client relationships and enhancing retention rates.
- Working closely with PCOs, coordinate the end-to-end planning and delivery of the sponsorship and exhibition journey from outreach and payments to the design and build of the exhibit floor and achievement of all contracted deliverables.
- Contribute to the development of strategic partnerships between FIGO and industry outside of FIGO events.

### **Event marketing and communications**

- With the Senior Event Manager, Communications and Engagement team and PCOs, develop and execute event marketing plans, ensuring the provision of timely, accurate and relevant communications that engage international audiences with FIGO's events.
- Collaborating with creative design agencies and other suppliers such as PCOs, coordinate the development of event brand identities and the production of promotional assets, website and mobile app designs, venue signage, swag and merchandise and other event collateral.
- With the Communications and Engagement team and marketing agency or PCO, coordinate content creation, distribution and tracking for event marketing and promotions.
- Identify opportunities and implement solutions to introduce greater segmentation and targeted marketing (including through SEO and PPC) to our various audiences to improve the impact of our event-related communications.
- Champion the FIGO and World Congress brand guidelines, including visual identity, house style and tone of voice guidance.

	<p><b>Event delivery and logistics</b></p> <ul style="list-style-type: none"> <li>• With the Local Organising Committee and PCO, coordinate the timely planning and successful delivery of social programme events including evening receptions, formal dinners and tours for event delegates and dignitaries.</li> <li>• Identify and support, with FIGO web and other suppliers, improvements to Congress website site architecture, SEO and functionality, ensuring continuous improvements to UX to help drive the success of the event.</li> <li>• Support the development of event websites and mobile apps, ensuring all sponsorship, exhibition and social programme-related information is accurate and complete, and that all design elements are up-to-date.</li> <li>• Support the management of the shared event-related inboxes, triaging queries and coordinating responses.</li> <li>• Support the delivery of in-person, hybrid and virtual events as required.</li> </ul> <p><b>Monitoring and evaluation</b></p> <ul style="list-style-type: none"> <li>• Contribute to FIGO’s monthly and campaign-specific reporting and evaluation, providing timely analysis and continuous feedback to ensure we are always learning from and moving forward in our approaches.</li> <li>• Play an active role in the collection and analysis of robust data relating to events to inform our work and help us evaluate and continually improve our events.</li> <li>• Coordinate post-Congress activities and communications related to monitoring and evaluation for sponsorship, marketing and social programming.</li> </ul>
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<b>Generic responsibilities</b>	<ul style="list-style-type: none"> <li>• To adhere to and comply with FIGO Policies and Procedures.</li> <li>• To contribute to the work of the department and/or team and FIGO.</li> <li>• To travel to / attend international meetings and events (and represent FIGO at external meetings and events if required).</li> <li>• The above list of responsibilities does not define or limit the work which you are employed to do and you may be required to do any work within your capability which FIGO requires of you from time to time.</li> </ul>
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N.B. This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the job holder.

# Senior Event Coordinator Person Specification

General and Professional Education
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Degree level qualification (or equivalent work experience in a related area).</li> </ul>
Knowledge and Experience
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience of marketing complex, large-scale international conferences, including planning and delivery of communications campaigns and sponsorship engagement.</li> <li>• Experience of high-level in-person, hybrid and virtual events, harnessing the latest technology and trends to engage global audiences.</li> <li>• Experience coordinating multiple stakeholders, in particular external suppliers, to meet deadlines.</li> <li>• Strong knowledge of communications and marketing, in particular through digital tools e.g. CRM, website and social media.</li> <li>• Experience of working directly with sponsors and other partners through engagement and onboarding.</li> <li>• Experience organising special events for senior officials such as formal dinners and receptions.</li> <li>• Experience of working with senior stakeholders and decision makers, including academic committees, groups and volunteers.</li> <li>• Experience of long-lead event planning and engagement, complex stakeholder logistics, committee liaison and on-site / virtual delivery.</li> <li>• Experience of working with international event organisers.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of working within an internationally focused, membership-led organisation.</li> <li>• Experience of monitoring and evaluating impact of communications and marketing.</li> <li>• Experience of organising large-scale international medical conferences and events.</li> <li>• Experience within the not-for-profit sector.</li> <li>• Experience of delivering events with 5,000 or more delegates.</li> </ul>

## Skills, Abilities and Attributes

### Essential

- Excellent marketing and promotional skills.
- Excellent IT skills with confident use of MS Office (Excel, Word, PowerPoint and Outlook).
- Confident in use of virtual meeting software e.g. Zoom Webinar, MS Teams.
- Good negotiating and diplomacy skills.
- Excellent interpersonal, writing and communication skills.
- Adept at proactive planning and forward thinking.
- Excellent organisational skills and strong attention to detail while also keeping an eye on the bigger picture.
- Ability to prioritise and manage multiple work strands concurrently to strict deadlines.
- Flexible and creative problem solver.
- Ability to work with and influence a diverse and cross-cultural range of stakeholders (including senior health, government and corporate representatives).
- Ability and willingness to travel internationally (may also be at weekends).
- Good judgement about when to use initiative and when to consult with others.
- Target-driven, proven ability to meet and exceed targets.

### Desirable

- Ability to communicate in French or Spanish could be an advantage.
- Experience of event management software (training will be provided as necessary).