



THE COUNTRY LAND & BUSINESS ASSOCIATION

JOB DESCRIPTION

Job Title: Events Manager
Region: CLA Midlands
Location: Knightley, Eccleshall, Staffordshire, ST20 0JW
Reports to: Director, Midlands
Salary: £31,000 per annum

SUMMARY OF THE ROLE

- Plan, coordinate and deliver CLA Midlands events, including AGMs, member events, technical seminars and shows.
- Support regional sponsorship activity by helping to identify and secure commercial partnerships.
- Provide event administration and wider regional office support, including national events where required.

KEY RESPONSIBILITIES

Event Management and Delivery

- Develop and maintain a forward programme of regional social, technical and professional events.
- Coordinate venues, bookings, website listings, attendee records and on-site arrangements.
- Work with regional colleagues to plan seminars, shows, exhibitions and third-party conferences.
- Support national events, including the National Conference, and assist other regional teams where needed.
- Maintain event records, budgets, income forecasts and expenditure forecasts with the Regional Coordinator and Finance.
- Support routine office duties, including telephone cover and membership retention activity where appropriate.

Sponsorship and Partnerships

- Work with the Midlands Director to identify and approach suitable corporate partners.
- Support sponsorship discussions and contractual arrangements where appropriate.
- Liaise with the National Events & Sponsorship Manager to align regional sponsorship activity with wider CLA objectives.

**Product Knowledge**

- Keep informed about issues affecting CLA members and how CLA policy supports them.
- Maintain a good understanding of CLA membership products and services to support member conversations.

Other information

- The role requires travel predominantly in the Midlands but occasionally across England and Wales.
- There will be times when it is required to work outside of core hours.
- Must hold a valid driver's license.



Person Specification

Education & Qualifications

Essential
Good standard of general education, including strong written and verbal communication skills.
Beneficial
Relevant qualification or training in events management, marketing, business administration or a related area.

Professional skills

Essential
Experience planning, coordinating and delivering events.
Strong organisational skills, with the ability to manage multiple priorities and deadlines.
Experience managing event administration, bookings, suppliers, attendee lists and follow-up activity.
Ability to monitor budgets, income and expenditure.
Confident working with internal teams, external suppliers and stakeholders.
Desirable
Experience delivering events within a membership, rural, professional services or not-for-profit environment.
Experience working with sponsors, commercial partners or corporate supporters.

Rural Knowledge

Essential
Understanding of the key issues facing agricultural, rural communities and rural businesses or a willingness to develop this understanding quickly.
Desirable
Understanding of CLA purpose and ambitions.

IT Literacy

Essential
Confident user of Microsoft Office, particularly Outlook, Word, Excel and Teams.
Desirable
Familiarity with using CRM/ERP systems including Microsoft Dynamics and Office 365.

Interpersonal Skills

Excellent communication and relationship-building skills.
Professional, approachable and confident when dealing with members, sponsors and external contacts.
Able to work independently and as part of a regional team.
Calm, practical and solutions-focused when working under pressure.
High attention to detail and accuracy.
Flexible approach, including willingness to travel and work occasional evenings or events outside normal hours.
Commercially minded, with the ability to spot opportunities for sponsorship or partnership activity.