

<b>Role title:</b>	Conference & Events Manager (Maternity Cover up to 14 months, part time)
<b>Responsible to:</b>	Head of Communications and Events
<b>Location:</b>	Glasgow, Oxford Street
<b>Temporary contract:</b>	Maternity cover up to 14 months, 21 hours per week

## ABOUT

Alzheimer Scotland is the leading dementia organisation in Scotland. We campaign for the rights of people with dementia and their families, whilst providing an extensive range of innovative, personalised therapeutic support services and investing in dementia research to towards prevention, better standards of care and ultimately to finding a cure.

Alzheimer Scotland is committed to improving the lives and opportunities of people with dementia, their carers, partners and families as their journey transitions from the first point of contact through to end of life and believes nobody should face dementia alone.

## PURPOSE OF ROLE

**This is an exciting opportunity to join our Communications and Marketing Team to professionally manage Alzheimer Scotland's annual calendar of internal, external and partnership conferences and events including ceremonial events, guest lectures etc.**

Our events calendar is a crucial part of the organisation's reputation management, both internally and externally. Each event must be managed in a manner that ensures that the organisation's objectives are met and that Alzheimer Scotland is positively and professionally represented at all times.

Candidates should have an in-depth knowledge and experience of both large and small scale event planning, with experience in a relevant role; the ability to work across multiple projects; relevant event marketing experience; proven management skills and an ability to problem solve; experience of budget setting and financial monitoring; and experience of working with senior staff. This post also manages the Events & Marketing Coordinator post.

Candidates will excel at working in a fast-paced environment and be confident in managing conflicting deadlines. This will be a challenging and exciting post and candidates should be able to demonstrate a caring attitude, thoughtfulness to their duties and a willingness to learn throughout all undertaken duties.

As the team is based across both the Edinburgh and Glasgow offices, occasional travel will be expected between the two locations.

The post is 21 hours per week. Specific working hours can be agreed on acceptance of the post. A degree of flexibility may be required to increase hours around event delivery dates. This post is for up to 14 months maternity cover.

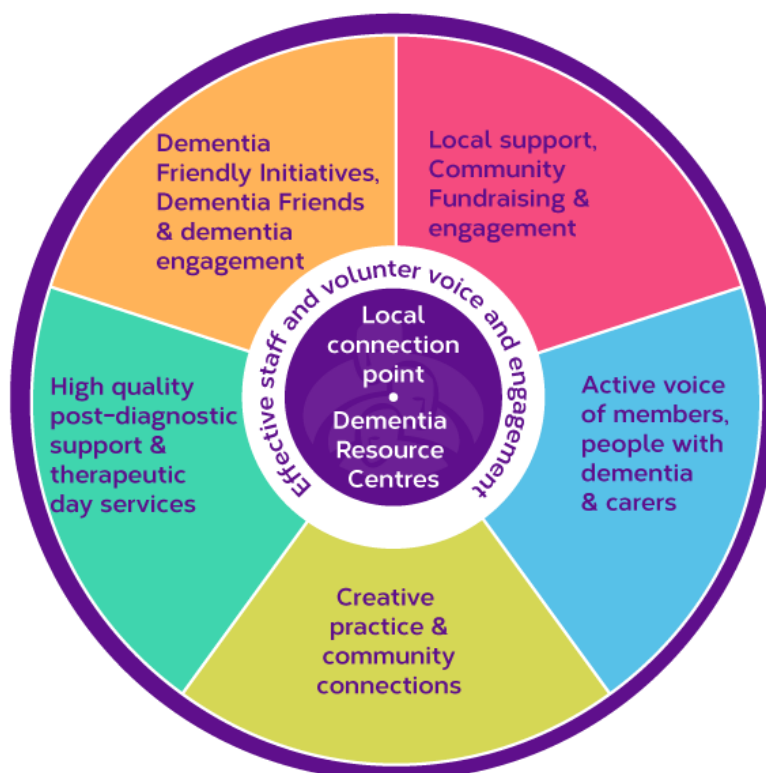
### **Specific responsibilities**

1. Lead and manage the organisation's internal, external and third party/partner conferences and events including the flagship Annual Conference; Scotland's Dementia Awards; Staff, Members' & Volunteers' Conference; Winter Lecture, etc.
2. Co-ordinate all aspects of event management including invitations, printing, registration, supplier liaison, budget management, adherence to health and safety regulations, briefing senior management and post-event evaluation to ensure continuous development and improvement.
3. Manage the conference & events budget. Annual budget management, from forecasting to end of year reporting.
4. Line management of the Events & Marketing Co-ordinator post.
5. Identify new event and conference opportunities for the organisation. Propose and build business cases where required.
6. Work with the Content Manager and Graphic Designer to produce conference & events content for the quarterly magazine.
7. Marketing & PR: manage the promoting (marketing) and publicising (PR) of the conferences & events that Alzheimer Scotland hosts or supports. Instructing and working with colleagues in the Communications & Marketing team to create content and schedules for print, social and digital marketing materials and communications.
8. Digital: Brief and work with the Digital Marketing Officer to deliver booking solutions (Eventbrite) and relevant event websites for key events.
9. Income generation: In accordance with national income generation strategies, to maximise income from statutory and non-statutory sources.
10. To provide conference & events support and advice to local staff around the organisation to support their own events.
11. To make and maintain good quality relationships with other professionals working in the field of dementia, in the voluntary, statutory and private sectors nationally.
12. Any other reasonable request within the capability of the jobholder.

## Your approach

The Conference & Events Manager will report to the Head of Communications & Events, who will provide the appropriate support and supervision. It is crucial that the Conference & Events Manager works in collaboration with peers, colleagues, the wider organisational support functions and external partners in order to achieve our shared goals.

You will work in a way that ensures the approach to communications (internal and external) is embedded as a key enabler to support the locality leaders in their role of making the 7 Dimension model an active vision within localities and across portfolios (see section below for details of 7 Dimension model). To do this you will adopt and exhibit an approach and working style that is directly in alignment with our commitment to engagement as a route to delivering our shared vision and mission, through the events that you deliver.



## Supporting our localities and employee engagement

You will work in close collaboration with colleagues to support the objectives of the localities across all portfolios. The events will provide a key platform for employees from across the organisation to participate, engage and have their voice heard, whilst ensuring a balance is maintained with regards to representing all organisational priorities.

## Your leadership style

The post holder will work in close collaboration with peers and colleagues representing a cross section of all aspects of Alzheimer Scotland. The post holder should lead by example and exhibit behaviours in a leadership style that places engagement at the heart of delivering the best outcomes for people with dementia and their carers.

## Person Specification Conference & Events Manager

The following criteria will be used in shortlisting candidates and in appointing the successful applicant. Please note that the competencies are not ranked in priority order.

	Essential	Desirable
<b>Professional attitudes and values</b>		
Understanding of and empathy with the organisation's aims and values	✓	
A degree in a relevant subject area or relevant sector experience	✓	
<b>IT</b>		
Excellent IT skills with a particular emphasis on event planning tools	✓	
<b>Event experience</b>		
In-depth knowledge and experience of both large and small-scale event planning, with considerable experience in a relevant role	✓	
Ability to plan and execute successful external and corporate events, often at very short notice	✓	
Experience of managing an in-direct team		✓
Experience of presenting event planning information to colleagues across a range of knowledge levels		✓
<b>Job Related Skills and Achievements</b>		
Proven project management skills and ability to problem solve	✓	
Proven experience of budget setting and financial planning and monitoring	✓	
Experience of working with, liaising and briefing senior staff	✓	
Experience of working as part of a management team developing department-wide strategies		✓
Proven experience of service delivery and excellent customer care in a professional	✓	

environment		
Creative flare to produce engaging event programmes		✓
<b>Personal qualities</b>		
Ability to work under pressure and to manage multiple priorities	✓	
Meticulous attention to detail	✓	
A good understanding of health and safety legislation and all other relevant policies and procedures pertaining to best practice in event management	✓	
A proven ability to present to senior management and to positively influence in the decision-making process		✓
A proven ability to work effectively with staff from all areas and at all levels in an organisation to deliver successful outcomes	✓	
<b>Other Relevant Factors</b>		
Willingness to work unsociable hours when required.	✓	
A full driving license		✓

### **Responsibility**

This post has line management responsibility for the Events & Marketing Co-ordinator post.

### **Conditions**

- Grade - Scale point 27 – 30 (£25,492 – £28,200 pro rata)
- Annual Leave – pro rata, 25 days per year for the first five years; 30 days thereafter. 11 public holidays.

***This job description is open to review by the organisation at any time.***