



Job Title: Events and Training Officer
Team: CPD & Training

Reporting to: Events and Training Manager

Responsible for: N/A

Job Purpose:

Produce and deliver conferences, seminars and courses on behalf of the Law Society CPD & Training team. This may include commercial CPD events, bespoke events devised by colleagues in other teams for engagement purposes and training courses.

Key Responsibilities:

- To produce nominated conferences, seminars, training courses and online courses, including speaker acquisition, organisation, marketing, promotion, profitability and evaluation.
- To actively market the programme, create compelling innovative copy and content and deliver across digital channels including social media, websites and HTML marketing tool as well as traditional channels such as Legal Publications and other professional bodies where appropriate.
- Set up and manage events registration pages, including financials, email correspondence and all delegate information
- Coordinate services for events, including venue, catering, AV, design & print of all materials, travel and accommodation.
- To attend each of your nominated events as the main contact for all delegates, and conference stakeholders. Some conferences may involve unsocial hours and some overnight stays.
- To develop and manage budgets, including an analysis of profit and loss on each event as well as reviewing invoices for accuracy and approving payment.
- Conduct post-conference evaluations to determine how future events could be improved and feedback results to the wider Member Services Team

Date: 28 October 2019



	Essential	Desirable
Qualifications & Training	<p>Experience or higher education in any of the following areas:</p> <ul style="list-style-type: none"> • Event Management • Marketing or Business Studies • Project Management 	<ul style="list-style-type: none"> • Membership/professional body experience
Work Experience	<ul style="list-style-type: none"> • A minimum of two years' experience in any commercial role, with organisational and customer-facing responsibilities. • Demonstrable experience of relationship management and/or partnership working. • Experience of organising, marketing & promoting events 	<ul style="list-style-type: none"> • Proven experience working as an events and training professional. An understanding of continuing professional development (CPD) delivery and its challenges across all channels including digital • Experience of working with and producing on-line learning
Knowledge & Skills	<ul style="list-style-type: none"> • High level of organisational, planning and marketing skills • Commercial awareness • Budget management • Highly effective stakeholder management and customer engagement skills • Outstanding communications skills – both written and oral • Prioritisation of workload and time management – deadline-driven • Demonstrable experience of various content management and event management tools 	<ul style="list-style-type: none"> • Familiarity and experience of customer relationship management systems • Interest in developing knowledge of the legal sector and ability to think critically around legal issues
Competencies & Values	<ul style="list-style-type: none"> • Self-Management and Self Starter • Team Working • Energetic and enthusiastic approach • Contributes to good team spirit • Manages time effectively • Listens and responds appropriately to individuals at all levels • Positively manages changing priorities 	



Other

- Flexible – job involves some unsocial hours and overnight stays
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