

The Investment Association

Events Manager

About the Investment Association

The IA champions UK investment management, supporting British savers, investors and businesses. Our 250 members manage £9.4 trillion of assets and the investment management industry supports 114,000 jobs across the UK.

Our mission is to make investment better. Better for clients, so they achieve their financial goals. Better for companies, so they get the capital they need to grow. And better for the economy, so everyone prospers.

Our purpose is to ensure investment managers are in the best possible position to:

- Build people's resilience to financial adversity
- Help people achieve their financial aspirations
- Enable people to maintain a decent standard of living as they grow older
- Contribute to economic growth through the efficient allocation of capital.

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. The UK is the second largest investment management centre in the world, after the US and manages over a third (37%) of all assets managed in Europe.

ABOUT THE M&E TEAM

The Membership & Enterprise division is a combination of the Membership, Events and Training teams. As the commercial arm of the Investment Association we work closely with our members and affiliated firms to develop programmes and offerings that support the dynamic needs of our sector.

We focus on retention and growth of the member base by working with all internal and external stakeholders supporting on regulatory, policy and operational matters.

Overview of the Role

We are looking for the right candidate to support the Head of Training and Events to deliver the Investment Association's (IA's) events schedule for IA members. This role will have full ownership for your allocated events – responsible from internal briefing, through delivery to review. Working on a variety of events which focus on the Investment Management industry's regulatory and compliance landscape, through webinars, conferences, forums, briefings, roundtables, and private dinners. Delivering industry 'Best-in-Class' events which are well received (which we monitor

through feedback) by attendees, speakers and sponsors. The commercial success of the overall events schedule is also a key objective.



The role has responsibility for events from concept to completion, with the planning and delivery of a events programmes for IA members and the IA as an organisation itself. You'll have responsibility for all aspects of the events, from co-ordinating event logistics, supplier and venue management, speaker selection and liaison, guest invitations, research and create event content, implement marketing event plans, on-site and virtual delivery, post event communications etc.

Main duties in this role include:

Event management:

- End-to-end event management and logistics
- Careful and considered research to avoid clashes with other events or factors which would affect attendance, and identification of any other factors affecting the commercial feasibility of events
- Source and manage venues and suppliers
- Research and recruit high profile and relevant industry speakers for events
- Work with sponsors to ensure all commitments and obligations are met, whilst maintaining editorial control of all aspects of IA events, and the nature of the sponsors' participation
- Meet deadlines as agreed with the Head of Training & Events

Event promotion:

- Drafting compelling benefit-driven marketing copy of appropriate tone
- Work with the digital team to create effective online and offline materials for events, including marketing emails and banner adverts (all to be signed off by the Head of Training & Events)
- Work with the Head of Training & Events and the digital team to ensure events receive appropriate profile and levels of marketing (in consideration of entire portfolio).

Event delivery:

- For events held at IA offices, booking the IA conference rooms, and working with the reception team to ensure appropriate room set-up, AV and catering
- For events held externally, working with external venues (commercial venues or IA member facilities) to ensure room set-up, AV, catering, and any other factors are agreed and met, establish good communication to ensure the specifics of hosting (our needs and details of the contra deal agreement) are confirmed in writing and that events work well for attendees and hosts/sponsors
- Ensuring wider team support is secured for registration and during events where required
- Prepare speaker and attendee communications (briefing and joining instructions etc) as appropriate in the run-up to events
- Prepare professional and accurate delegate materials (delegate packs, delegate badges, online evaluation forms etc)
- Run the event on the day, and step in to cover for colleagues if/when needed

General and other:

- Quickly becoming familiar with the IA's database and online booking system
- Monitor and respond to customer enquiries via phone and the shared events inboxes in a professional and timely manner, referring any issues or more complicated enquiries to the Head of Training & Events
- Maintain a record of key competitor events, a) to be avoided due to size or other association, and b) relevant to event topics which the IA are also planning to deliver

In addition, you may be required to carry out other duties as reasonably required.



Skills and experience:

The position requires the holder to have either proven experience of managing events in a commercial environment or trade association, or other relevant experience in financial services which they can draw upon. Experience of managing event logistics in financial services would be advantageous but is not essential.

- Excellent written and verbal communication skills
- A self-starter with strong organisational skills, who can multi-task over multiple tasks and projects by following good process
- Strong research skills to strengthen knowledge on content areas, allowing you to make suggestions when considering speaker options
- Hands-on event manager, able to work as project owner of your events
- Significant experience managing mid to large corporate f2f events including conferences (50-500pax), and associated budgets
- Proven ability running events through the entire event live-cycle – both live and digital
- Virtual event management experience, and ability to pick up new tech to support online events. Experience using webinar platforms, event registration software
- Excellent event planner, and proven troubleshooting experience to deal with the inevitable 'unexpected'
- Positive, upbeat, confident and a team player, who loves delivering events to the highest of standards
- Hard working, with a strong work ethic and the flexibility to work outside of normal business hours and/or travel as appropriate
- Accuracy and good attention to detail
- The ability to work independently
- Strong interpersonal skills to build rapport with colleagues, speakers, and sponsors
- Experience working directly to internal stakeholders
- The ability and desire to provide excellent customer service and experience
- The ability to work collaboratively and supportively within a small team

We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability.