

The Investment Association

Events Coordinator

About the Investment Association ('the IA')

"At the IA, we are committed to serving our members, embracing new ideas and striving for excellence. We are inclusive, considerate and act with integrity in all we do."

The IA champions the UK investment management industry, supporting savers, investors and businesses in the UK, across Europe, and around the world. Our members manage £10 trillion of assets.

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 and society, so everyone prospers.

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. 75% of UK households now use the services of our members.

The IA seeks to be a world-class, values-driven trade association committed to being at the forefront of industry innovation, supporting members' businesses, by delivering a positive policy and business environment for firms.

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.

The commercial events programme for the IA was initiated in April 2017 and has grown into an established programme of reoccurring conferences, unique and informative briefings and seminars, annual dinners and more. The team of 3 currently creates and delivers around 60 events per year, and the IA brand has a high profile within the sector.

Overview of the Role

Reporting to the Head of Events & Training, the Events Coordinator will assist in managing and delivering high quality, high profile and profitable events across a range of formats (such as conferences, forums, briefings, receptions, roundtables and dinners) that are commercially successful and well received (which we monitor through feedback) by attendees, speakers and sponsors.



The right candidate will find this role highly rewarding, working closely with IA policy colleagues who will shape the event content. They will see events through from start to finish and will have responsibility for aspects of marketing, logistics and managing important relationships, all with support from the Head of Events and the wider team.

Main duties in this role include:

Event management:

- Careful research to avoid clashes with events or other factors that would affect attendance and identification of any other factors affecting the commercial feasibility of events.
- Identifying, contacting and confirming speakers.
- Working with sponsors to ensure our commitments to them are met, whilst maintaining editorial control of all aspects of IA events, and the nature of the sponsors' participation.
- Meeting deadlines as agreed with the Head of Events.

Event promotion:

- Drafting persuasive and compelling benefit-driven marketing copy of appropriate tone.
- Working 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 Events).
- Working with the Head of Events and the digital team to ensure events receive appropriate profile and levels of marketing (in consideration of entire portfolio).

Event delivery:

- For events to be 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 to be held externally, working with external venues (commercial venues or member facilities as arranged by the Head of Events) to ensure that room set-up, AV, catering and any other factors are agreed and met, ensuring 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 and diarising wider team support needed for registration and during events where needed and likewise supporting colleagues where wider team support is needed for their events.
- Speaker and attendee communications (briefing and joining instructions etc) as appropriate in the run-up to events.
- Preparing professional and accurate delegate materials (delegate packs, delegate badges, online evaluation forms etc).
- Running your events on the day and stepping in to cover for colleagues if/when needed.
- Delivering flagship events and receptions

General and other:

- Quickly becoming familiar with and consistently using the IA's database and online booking system.
- Along with the other Programme Manager, monitoring and responding to customer enquiries via phone and the events shared inboxes in a professional and timely manner, referring any issues or more complicated enquiries to the Head of Events.
- Along with the other Programme Manager and the Head of Events, maintain a record of key competitor events a) to be avoided due to size or other association and b) relevant to particular event topics which the IA are also running.

- Flagging any issues or concerns to the Head of Events in a timely fashion.



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 coordinating events in a commercial conference environment or trade association, or other relevant experience in financial services that they can draw upon. Experience of managing event logistics in the area of 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
- Accuracy and good attention to detail
- The ability to work independently
- The strong interpersonal skills needed to build rapport with speakers and sponsors
- The ability and desire to provide excellent customer service and experience
- The ability to work collaboratively and supportively within a small team
- The ability to work in a fast paced environment on short deadlines.
- Hard working, with a strong work ethic and the flexibility to work outside of normal business hours and/or travel as appropriate

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.