THE INVESTMENT ASSOCIATION

Events Manager

Reporting to: Gayle Brandon-Kirby, Head of Events

Salary: £45,000 - £50,000

The Investment Association

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

The IA champions UK investment management, supporting British savers, investors and businesses. Our 250 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, 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 £5.1 trillion in overseas client AUM. We want our members to achieve the best results for their customers, both in the UK and internationally. To do this, we lead learning, training, and development initiatives to ensure compliance with the law and industry best practice – all while attracting a more diverse workforce into the industry. We also consult widely with members on issues affecting the industry, such as market trends, new technology, and data use.

About the M&E Team

The Membership & Enterprise team is a combination of the Membership, Events and Training divisions. As the commercial arm of the Investment Association, we work closely with our members and affiliated firms to develop programmes and offerings which support the dynamic needs of our sector. We focus on retention and growth of the IA membership by working with all internal and external stakeholders supporting on regulatory, policy, compliance, governance, and operational matters.

The Investment Association

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www.theia.org

Role Overview:

As Events Manager at The Investment Association, you lead the planning, delivery, and continuous improvement of a diverse portfolio of events, ensuring alignment with the organisation's vision and objectives. You are responsible for managing projects and workstreams, building and maintaining effective relationships, supporting the professional growth of team members, and driving operational excellence. You represent the IA externally with stakeholders, members, and partners, ensuring robust governance and high-quality delivery across all activities.

Key Responsibilities include:

1. **End-to-End Event Management**
    - Lead the planning, scheduling, and delivery of conferences, forums, webinars, roundtables, CEO dinners, and member briefings.
    - Oversee all logistics, including venue booking, AV setup, catering, delegate management, signage, registration, dietary requirements, and on-site coordination.
    - Manage event timelines, running orders, technical troubleshooting, and post-event follow-up, including feedback collection and analysis.
2. **Stakeholder Engagement & Relationship Management**
    - Act as the main point of contact for internal colleagues, external partners, sponsors, members, senior leaders, policy experts, and speakers.
    - Liaise with stakeholders to confirm participation, brief and assist VIPs and regulators, and ensure event objectives are met.
3. **Sponsorship & Commercial Delivery**
    - Develop and secure sponsorship packages, negotiate terms, and ensure sponsor commitments and ROI are delivered.
    - Track and report on event income from sponsorships and ticket sales and maintain strong sponsor relationships throughout the event cycle.
4. **Programme & Content Development**
    - Collaborate with policy, marketing, and membership teams to create event agendas, marketing copy, and promotional materials.
    - Ensure content aligns with industry trends, regulatory developments, and member interests, and oversee editorial aspects of events.
5. **Marketing, Communications & Promotion**
    - Write engaging marketing copy and coordinate with the digital team on event materials, email campaigns, newsletters, and branded assets.
    - Oversee speaker bios, headshots, and promotional content for both digital and print channels.
    - Design marketing materials and communication that maximised ROI
6. **Team Collaboration & Leadership**

- Work closely with the Head of Events and the wider team to allocate responsibilities, review forms, and coordinate delivery.
- Support internal stakeholders and foster a collaborative culture and ensure high performance and professional growth.

7. **Governance, Compliance & Reporting**

- Follow all relevant policies, supplier agreements, and insurance requirements.
- Ensure accurate documentation and reporting to drive improvement.
- Monitor competitor and industry event calendars regularly to avoid scheduling conflicts with The Investment Association's events.
- Update a live competitor calendar monthly and attend one competitor event per quarter for industry insights.
- Assess competitor event formats, sponsorships, pricing, and engagement strategies to enhance our offerings.
- Work with the team to proactively adjust event schedules and formats to boost attendance and engagement.

8. **Digital & Technical Skills**

- Utilise digital tools for event registration, communications, and troubleshooting technical issues (e.g., AV, screens, online forms).
- Tech-savvy: manage website, marketing, event registration, and branding materials

9. **Customer Service**

- Respond to customer and delegate enquiries via phone and shared inboxes in a professional and timely manner.
- Provide excellent customer service and support colleagues to ensure successful event

Skills and Experience

- Demonstrated experience in coordinating events within commercial conference settings, trade associations, or related financial services environments.
- Exceptional written and verbal communication abilities.
- Highly developed organisational skills, with a strong emphasis on accuracy and attention to detail.
- Proven capability to work both autonomously and effectively as part of a small team.
- Excellent interpersonal skills, enabling the development and maintenance of positive relationships with speakers and sponsors.
- Dedication to delivering outstanding customer service and to deliver high standard event.
- Willingness and flexibility to work outside standard business hours and travel when required.
- Ability to thrive in a fast-paced environment and consistently meet tight deadlines.
- Demonstrated alignment with IA values: inclusivity, integrity, and pursuit of excellence.