

Engagement and Events Officer Job Description

Job Title	Engagement and Events Officer
Responsible to	Communications Manager
Department	Communications Team
Salary	£25-29K
Location	Remote working with some travel for events as required and in-person meetings (approximately one per quarter) usually at Bild's Birmingham office
Hours	37.5 per week (flexible)
Contract	Permanent

Key Responsibilities and Duties

As Engagement and Events Officer, your role will be to lead the implementation of key mechanism for engaging our audiences including membership, Communities of Practice, webinars, and events/conferences.

Your time will be balanced across four core areas of activity, detailed below.

1 Membership

- To lead on implementing the membership strategy for both Bild and RRN – focussed on growing membership and engagement
- Plan, develop and implement regular communications to our members
- Monitor and review membership for trends and opportunities for further engagement with Bild services
- Adopt a creative approach to membership engagement, research and create materials (online and offline) to engage with different segments of our membership, and suggest and implement improvements
- Manage members portal and associated content
- Plan, manage and write quarterly RRN newsletter
- Support Resources Coordinator with content suggestions for Bild's fortnightly newsletter
- Monitor and manage members' use of logos

2 Communities of Practice (CoP)

Bild facilitates a number of Communities of Practice. These are groups of people who share a concern or a passion for something they do and who interact regularly to learn how to do it better.

- Implement the CoP engagement plan, using both in-person and digital engagement
- Work with the Development team to create digital resources to support Communities

- Support the Development team in decision making to ensure CoPs fit with CoP Framework
- Administer and manage online and in-person CoP events
- Managing the schedule of CoP communications, including drafting e-communications with input from the Development team
- Attend steering group meetings, supporting awareness of wider Bild initiatives and identifying opportunities for further engagement

3 Webinars

Bild and RRN host a regular programme of webinars, featuring experts by experience, professionals and academic, focussed on improving practice across the sector.

- Administer and manage Bild Group weekly webinar schedule
- Engage and liaise with speakers and organisers
- Market upcoming webinars, identifying opportunities across stakeholder groups
- Set up, administer and support technical running of webinars
- Identify and act on opportunities for further engagement with webinar attendees
- Administer, review and report on webinar evaluations
- Manage webinar library

4 Events

Bild hosts a number of annual events, including two international conferences, national conferences, annual members event and events held in support of our Communities of Practice.

- Supporting Bild's events calendar, including Bild and RRN flagship annual conferences, members events and other in person and online events
- Inputting to and implementing the events marketing plan, with support from Communications Manager
- Leading on the management of members and stakeholder engagement events
- Supporting the freelance events manager with the planning, administration and set up of Bild group conferences and other events, including general and communications-specific tasks
- Networking and identifying opportunities for further engagement with event attendees

Other

- Support other communications projects as required

- Support with social media content planning and management in relation to webinars, events, communities of practice and membership
- Be part of a culture of quality in all areas of engagement and communications
- Keep abreast of relevant initiatives and developments within the sector and wider communications / engagement profession
- Undertake relevant training as necessary including accessing new systems and software
- Plan, monitor, and report progress of activity, with understanding of how this supports activity across the Bild

Additional Requirements

- Comply with Bild's policies as outlined in staff handbook
- Avoid any behaviour that discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability
- The confidential nature of the work means that employees working within Bild must maintain the strictest security in relation to documentation and ensure that confidentiality is maintained at all times in accordance with relevant Data Protection and associated legislation

Equal Opportunities

Bild strives to be an equal opportunities employer. In working towards this aim no employee, or job applicant will receive less favourable treatment on the grounds of their role, gender, age, disability, race, nationality, ethnic or national origin, colour, sexual orientation, domestic circumstances, social and employment status, gender reassignment, privately held political opinion, trade union membership, religious or similar philosophical belief, or disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Bild is committed to ensure all employees have fair and non-discriminatory systems for recruiting or accessing training to enhance the development or promotion of staff.