

JOB OUTLINE

Job title:	Conference Events Manager
Job ref:	HFL1528
Hours:	37 hours per week, 52 weeks per year
Salary band:	FTE £35,000 - £38,000 p.a.
Contract:	Permanent
Reports to:	Head of Training & Events
Team:	Training & Events
Location:	Hybrid working consisting of remote working, flexibility required to work across venues in Hertfordshire, and neighbouring counties, along with a minimum of 2 days per week in our Head Office in Stevenage, Hertfordshire or as required to meet business needs.

OUR COMPANY

HFL Education (Formerly Herts for Learning) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HFL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

JOB CONTEXT

Our in-house HFL Training & Events team support over 800 events and 30,000 delegates annually. This is through facilitating a wide range of training, events, and hosted conferences to education sector delegates, both locally and nationally.

This is an exciting opportunity for someone with a strong conference and events background, who has experience of developing content led programmes.

In this dynamic role, you will work closely with internal clients and stakeholders to develop and grow HFL Education's conference programme and key strategic events, which inspire and enable educationalists in Hertfordshire and beyond.

PURPOSE OF THE JOB

The Conference Events Manager will manage and develop the HFL Education's conference and key events programme in support of the company's strategic and business plans.

The successful candidate will have the opportunity to bring their extensive experience of conference management and delivery to achieve our organisational objectives, with a head for creative flair to revolutionise our face-to-face and digital conference approach as well as a hands on, can-do attitude.

This role has full end to end management responsibility including event and conference planning and delivery, budgeting and pricing, logistics, reporting, technical processes, exhibitor sales and post event analysis and improvements.

You will line manage two Conference Leads and a Conference Co-ordinator, as well as having operational duties to deliver a portfolio of events, whilst holding overall responsibility for delivering financially viable and exceptional conference experiences.

As a brand ambassador, the Conference Events Manager will strive to ensure HFL Education is seen as a market leader within the education events and conferencing sector, by ensuring that all conferences deliver consistent innovation and outstanding customer service.

The role involves a particular focus on the commercial development, scalable growth and strategic importance of the national conference programme to help raise the profile of the HFL Education within the education sector.

MAIN AREAS OF RESPONSIBILITY

- deliver a conference calendar encompassing national and local, national programmes, key events and third-party conferences
- have oversight of the planning and organising of conferences and key programmes within the wider Event Team to ensure success and that all target objectives and timelines are met
- setting standards with advisers and business leaders to seamlessly deliver best-in-class digital national conferences and in-person local conferences
- demonstrate real value by continually striving to improve the proposition to customers and colleagues
- create innovative conference experiences and evaluate against competitor events. Monitor strengths and weaknesses in competition and identify USPs
- take ownership and supervising the speaker library and comfortable prepping and briefing conference speakers and colleagues both digitally and face-to-face

- develop best practice and guidelines for conference speakers to ensure maximum impact and minimise potential issues
- drive the continuous improvement of conferences through assessment and analysis of the ROI and feedback from attendees and colleagues, ensuring that conferences create value and are cost-effective
- supervise the support and guidance (including first-line technical) to speakers, advisers and delegates for digital events
- set financial forecasts for sponsorship and exhibitor opportunities across the conference calendar
- manage and develop a highly motivated, high performing conference team

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

PERSON SPECIFICATION

Knowledge of:

- passionate and knowledgeable about digital and face-to-face conferences (essential)
- minimum of 5 years experience in the events industry with a responsibility for event format, design and content (essential)
- good communication skills and the ability to effectively convey information to audiences at all levels (essential)
- gravitas and confidence to gain credibility and respect from colleagues (essential)
- confident and experienced using digital conference and event platforms and supporting others on these (essential)
- an enthusiastic person who is organised, diligent and hard working. The ideal candidate will have a confident personality and be proactive in their work. (essential)
- experience in building, mentoring and coaching a team and driving a high-performance culture (desirable)
- capable of working independently and remotely with minimal supervision (essential)
- strong problem-solving skills and the ability to think creatively and drive innovation (essential)

Experience of:

- significant experience in B2B conferences and events (essential)
- extensive experience delivering events end to end, both in person and virtual (essential)
- experience in using virtual event platforms is a necessity (essential)
- strong events planning experience; a proven track record in delivering key outcomes of a busy events programme (essential)
- objective setting and measurement of KPIs against these (desirable)
- venue selection and management (desirable)

- ability to engage confidently with a variety of people across organisation to deliver exceptional outcomes (essential)
- line management of colleagues (desirable)

Skills and abilities:

- end-to-end experience in conference planning including format and content (essential)
- proven experience in using multiple digital event platforms beyond MS Teams and Zoom (essential)
- ability to write engaging briefs for marketing colleagues (essential)
- strong commercial acumen (desirable)
- ability to ensure all work is accurate with an extremely high attention to detail (essential)
- a passion for providing an outstanding customer experience (essential)
- confident in the use of Microsoft packages, specifically Excel (essential)
- experience of managing workload effectively across multiple, simultaneous events (essential)
- able to create and set clear project plans in collaboration with colleagues (essential)
- track record of negotiating with and managing 3rd party suppliers and specialists (essential)

EQUAL OPPORTUNITIES

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HFL is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Anti-racist position statement](#) which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

DISCLOSURE AND BARRING SERVICE

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview, you will receive more information.

HEALTH AND SAFETY

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

INTELLECTUAL PROPERTY RIGHTS

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

APPLICATION PROCESS

To apply, email hfl.recruitment@hfleducation.org with a detailed CV along with a cover letter to include responses to the following questions, showing that you meet the requirements of the person specification:

1. How do you use objectives to influence event design and programme content? What do you consider to be the most important aspects of creating an event.
2. How do you lead and motivate a busy team whilst ensuring high standards in event delivery? What behaviours do you model in order to get the best out of your line management chain?
3. Tell us about your experience of professionalising an events programme to create a best-in-class experience for your audience?

As part of our move towards eradicating unconscious bias within the recruitment process, we will be anonymising your forms.

For recruitment queries, our Central Recruitment Team can also be contacted on the hfl.recruitment email address above.

To help HFL make sure our policies and working practices are inclusive and non-discriminatory we would like you to complete the HFL equal opportunities form. This will not be stored with your application and will only be utilised by HR.

This job advert may close as soon as sufficient applications have been received. To make sure you don't miss out on this great opportunity, please submit your application as soon as you can.

