

JOB OUTLINE

Job title:	Conference and Sponsorship Lead
Job ref:	HFL1529
Hours:	37 hours per week, 52 weeks per year
Salary band:	FTE £28,000
Contract:	1 year fixed term with a view to going permanent
Reports to:	Conference Manager
Team:	Training & Events Team
Location:	Hybrid working consisting of remote working, flexibility required to work across venues in Hertfordshire, <i>and neighbouring counties</i> , and a minimum of <i>2 days per week in our Head Office in Stevenage, Hertfordshire if desired.</i>

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

This role forms part of the growing Events Team which manages all events and conferences from concept to completion, be it virtual or in-person. This includes both customer and internal corporate events. The Events Team forms part of the wider Operations and Technology Team which focusses on placing great customer service, operational efficiency and technology at the heart of our work.

PURPOSE OF THE JOB

As a conference and sponsorship lead, you'll ensure the smooth running, effective management, success and profit of the events you are responsible for. Working closely with the conference manager you will use a mixture of excellent interpersonal skills and commercial awareness to deliver best-in-class conferences.

In addition, the role will also be responsible for managing and implementing sponsorship opportunities at specific face-to-face and digital conferences.

MAIN AREAS OF RESPONSIBILITY

Execution of exceptional events:

- take end-to-end responsibility for key conferences, with full project management for each one
- coordinate with advisers and business leaders to seamlessly deliver best-in-class digital, face-to-face and hybrid conferences
- comfortable prepping and briefing event speakers/advisers on how to deliver the very best possible session and ensure attendees are engaged
- own conference and sponsorship update meetings ensuring tasks are completed and problem-solving any areas of concern
- be the conference lead and first point of contact (including first-line technical support) for speakers, advisers and delegates for all conferences
- provide outstanding customer support for delegates queries and issues, either face-to-face, on the telephone and by email

Ownership of annual sponsorship and exhibitor calendar:

- responsibility for the planning, implementation and management of event sponsorship
- working with key stakeholders to identify and plan sponsorship activity in-line with income targets
- leading the events team in the capture, maintenance and enhancement of the sponsorship and exhibitor library
- work closely with key companies to exceed their expectations and secure multi-event bookings.
- in conjunction with the brands team, deliver outstanding digital marketing materials that highlight all opportunities available
- be the voice of exhibitors to ensure that they are getting good value for their investment

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:

- knowledge and experience of using a variety of digital delivery platforms - essential
- working across multiple, simultaneous events whilst delivering an excellent customer service – essential
- an interest or knowledge of the education sector - desirable
- working independently and remotely with minimal supervision

Experience of:

- experience working in an event and/or conference environment – essential
- management of conference budgeting and invoicing - essential
- end-to-end experience in planning and managing outstanding conferences and events – essential
- experience of using databases and inputting information accurately - essential

Skills and abilities:

- good communication skills, both verbally and in writing, with the ability to effectively convey information to audiences at all levels – essential
- an eye for detail and able to demonstrate due diligence – essential
- strong time management skills and able to prioritise workload in line with deadlines – essential
- the ability to build effective relationships internally and externally – essential
- able to collaborate effectively with cross functional teams – essential
- proficient with Microsoft packages - desirable

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. Provide an example of when you have worked on multiple events/ conferences detailing the processes, audience size and how you supported content development.
2. Please tell us about the digital delivery platforms you worked with or are familiar with, detailing how and when you have used them, why they were the right platform for your events and what technical proficiency level you reached using them.
3. Please tell us about your experience of relationship management and where you have managed a sales pipeline.

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. Please note the office will be closed from Friday 23rd December 2023 to Tuesday 2nd January 2024.

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.