



## WORK WITH US

Job Description – Senior Conference Producer

July 2021

## **JOB DESCRIPTION: Senior Conference Producer**

Location:	Chartered ABS offices, 40 Queen Street, London EC4R 1DD Flexible working arrangements available
Salary:	Up to £40,000 plus generous annual leave and pension
Responsible to:	Head of Conferences
Duration:	Full time, permanent

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Please send your CV and a covering letter to Oliver Lowe [oliver.lowe@charteredabs.org](mailto:oliver.lowe@charteredabs.org). In your cover letter explain how your skills and experience meet the criteria for this role, and what motivates you to apply. Please also include your current salary and notice period.

### **Deadline for applications: 26 November 2021**

#### **Purpose of the post**

We are looking for an outstanding research driven Senior Conference Producer to join our forward-thinking, friendly, and ambitious team. The postholder will be responsible for researching and developing the programmes for our four major annual conferences (Chartered ABS Annual Conference; Professional Managers' Annual Conference; Annual Research Conference; Learning, Teaching & Student Experience) and helping to grow our portfolio of other events (workshops, seminars, symposia). You will be responsible for producing intellectually stimulating programmes that are commercially viable. This will include market research with our members and committees, producing programmes, speaker invitations & management, event management, managing budgets. You will work closely with your colleagues in the marketing team and with the events coordinator.

Chartered ABS conferences and events are aimed at a range of audiences within our membership from leadership (the Deans) to practitioners (such as lecturers). As well as leading on Chartered ABS conferences you will have the opportunity to get involved in developing event for our other two brands: [Small Business Charter](#), and [Certified Management & Business Educator](#) (CMBE). You will have the opportunity to explore new event formats and to help the Chartered ABS deliver events ranging from fully face-to-face, through to hybrid, blended, and fully online.

#### **About you**

The candidate will have great skills in research, writing, liaising with senior-level individuals, and will have a commercial and entrepreneurial flair. We are looking for individuals with experience in researching and developing content for conference programmes or other learning & development and CPD activities. For example, this experience may include roles such as conference producer, or across developing educational courses and programmes.

We particularly welcome applications from disabled and Black, Asian and Minority Ethnic candidates.

## About us

We represent the UK's university business schools and support them to deliver world class teaching and impactful research. We do this through lobbying, professional development, and research. Our team have won numerous awards for our events and other services.

**Applicants must have the right to work in the UK.**

## Principal job functions & main tasks

### **1. Produce the Chartered ABS's four annual conferences. This includes:**

- a. Research and develop programme content that meets the needs of our members and are attractive to external stakeholders and sponsors.
  - i. Conducting research via phone, email, surveys and face-to-face with senior level stakeholders and staff from member institutions
  - ii. Sourcing, inviting and briefing speakers and facilitators
- b. Gather market insights and build member buy-in through consulting with committees, working groups, and special interest groups
- c. Drive production schedules and work with colleagues to ensure that production timelines dovetail with logistics and marketing project plans.
- d. Produce marketable written copy to a high standard for programme content and programme materials
- e. Work with the marketing team to plan and deliver marketing activity
- f. Speaker liaison in the lead-up to and on the day of the event – Ensure speakers are briefed on the required content of their presentation
- g. Work with the event coordinator and the wider team to help source venues, manage delegates, and deliver the event logistics before, during and after the event.

### **2. Help develop new workshops, seminars and symposia; and improve existing events**

- a. Work with the Head of Conferences to review and develop the annual programme of events in line with the strategic objectives and to budget
- b. Lead market research and needs-assessment initiatives to support development of new events and to refresh repeat annual events
- c. Develop a rich understanding of higher education policy, the business school sector, issues, challenges and trends, as well as knowledge of the key players, influencers, thought leaders, and respected practitioners in the sector
- d. Monitor developments and trends within market for relevant events and training

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

## Person Specification

Candidates must be able to demonstrate that they meet the 'essential' criteria.

<b><i>Knowledge and experience</i></b>	<b><i>Essential / desirable</i></b>
Minimum 4 years' experience in managing, researching, writing and producing conferences, event programmes, training courses, or other professional development programmes.	Essential
Experience of delivering events for a membership body, trade association or higher education institution	Desirable
Experience of consulting and communicating with, and persuading, stakeholders and people in senior positions	Essential
Experience of managing multiple events and production schedules simultaneously	Essential
Experience in writing marketable event programmes and working with marketing teams	Essential
Background of successfully meeting event revenue targets	Essential
Experience in event logistics and operations	Desirable
Experience in producing written CPD content and materials	Desirable
Experience of producing and delivering online events	Essential
Experience of managing budgets	Desirable
Experience using website CMS and marketing platforms to send emails campaigns	Desirable
Knowledge of higher education policy and the business school sector	Desirable
Experience of using CRM systems and databases (ideally Salesforce)	Desirable
Proficiency in Microsoft office	Essential

<b><i>Skills and behaviours</i></b>	<b><i>Essential / desirable</i></b>
Ability to learn and keep up-to-date with higher education policy and trends and issues within the business school sector	Essential
Excellent oral and written communication	Essential
Ability and willingness to network with and speak to members and stakeholders face-to-face and by phone	Essential
A positive, friendly and professional disposition and strong interpersonal skills	Essential
Ability to show initiative and take responsibility for projects	Essential
Ability to work collaboratively with colleagues and a range of external stakeholders	Essential
Ability to multi-task and work well under pressure	Essential
A can-do and determined attitude	Essential
High standards of integrity	Essential
Ability to work occasional flexible and unsocial hours including evenings if required and to travel, within the UK.	Essential
Commercial acumen	Essential

<b>Qualifications</b>	<b><i>Essential / desirable</i></b>
Educated to degree level or above	Desirable