



WORK WITH US

Job Description – Events and Content Producer

August 2022



HELP TO GROW.
MANAGEMENT COURSE

JOB DESCRIPTION: Events and Content Producer

Location:	40 Queen Street, London EC4R 1DD
Salary:	Up to £35,000 plus generous annual leave and pension
Responsible to:	Head of Alumni Network
Duration:	Full time, two year contract

Applicants are asked to send their CV, with a covering letter explaining how they meet the 'person specification', by 30 August 2022 to Gareth Davies Gareth.davies@charteredabs.org

Purpose of the post

We are seeking an entrepreneurial and inquisitive events professional to work as part of the delivery team for the Alumni Network of the Help to Grow: Management Course. The role includes developing a series of distinctive UK-wide events as well as inputting into an information/content strategy that will help small business leaders overcome challenges to growth and productivity.

This is a new role and the successful candidate will have a strong aptitude for event production, research & development, project management and stakeholder management. The post-holder will be required to research and write event programmes and source and onboard speakers and facilitators for online and in-person events. These events include national and regional conferences, networking events, seminars and webinars. In the early stages of the role, the post-holder will also support the development of the HTGM alumni content hub including finding speakers for podcasts and videos.

Working with our network of business schools and partners in the Department for Business, Energy & Industrial Strategy (BEIS), this is an exciting opportunity for someone to make a tangible contribution to a business support scheme of national importance and profile.

About us

Announced by the Chancellor of the Exchequer, the Help to Grow: Management (HTGM) Course is a nationwide leadership programme available to 30,000 small business leaders over three years up to 2024. On completion of the course each participant will join the HTGM Alumni Network. The Small Business Charter (SBC) and the business schools delivering the programme will maintain engagement with this alumni network through a programme of local, regional, and national events, and an engagement strategy which includes content, communications, and an online network.

The programme is managed by the Small Business Charter (SBC), part of the Chartered Association of Business Schools (Chartered ABS). SBC is a national accreditation awarded to business schools for excellence in supporting small businesses, student entrepreneurship, and local economic growth. The Chartered ABS represents the UK's university business schools and supports them to deliver world class teaching and impactful research through lobbying, professional development and sharing of best practice. The team have won numerous awards for our events and other services.

To find out more, go to: <https://smallbusinesscharter.org/> and <http://charteredabs.org>.

About you

The candidate will have great skills in research, writing, and liaising with senior-level individuals. We are looking for someone with experience in researching and developing content for event programmes or other learning and/or professional development activities. For example, this experience may include developing conference programmes, training/educations seminars or producing other types of learning & development content.

Applicants must have the right to work in the UK.

Principal job functions & main tasks

Developing content/speaker acquisition

- With support from the Head of the Alumni Network, research and write event programmes/agendas and source speakers for a variety of learning and networking events (including conferences and webinars)
- Work with the Head of Alumni Network to ensure events are in-line with the strategic objectives of the programme and are delivered within budget
- Use market research data and other research to identify emerging areas of interest for small business owners
- Create and implement opportunities under the HTGM brand for webinars and online provision of professional development content (videos, podcasts and other resources)

Event research, programme content, and delivery

- Research and develop events that meet the needs of our members
- Conduct research via phone, email, surveys and face-to-face with senior level stakeholders
- Source and invite event speakers and facilitators
- Collaborate with HTGM partners to identify topics and source speakers
- Drive production schedules and liaise with marketing and operations colleagues to ensure events are delivered to a high standard and on time
- Produce marketable written copy for events, content and materials
- Ensure speakers/contributors are fully briefed and prepped prior to events/recordings
- Work with the event logistics team to provide information on event requirements, timings, speakers and budgets
- Produce routine reports on registrations and other performance indicators.

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.

<i>Knowledge and experience</i>	<i>Essential / desirable</i>
Experience in researching, writing and producing event programmes, training courses, or other face-to-face professional development programmes.	Desirable
Experience of consulting and communicating with, and persuading, stakeholders and people in senior positions	Essential
Ability to managing multiple events and production schedules simultaneously	Essential
Ability to work with marketing teams to produce accurate and compelling materials/copy	Essential
Experience in writing events descriptions and programmes	Desirable
Experience in producing webinars	Desirable
Experience of working in or with trade associations or professional bodies	Desirable
Experience of using CRM systems and databases (ideally Salesforce)	Desirable
Proficiency in Microsoft office	Essential

<i>Skills and behaviours</i>	<i>Essential / desirable</i>
Ability to learn and keep up-to-date with challenges and trends affecting Small Business leaders and identify emerging trends.	Essential
Excellent oral and written communication	Essential
Research experience: desk-based and in-person/online interviews with experts	Essential
Ability and willingness to network with and speak to members and stakeholders	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	Essential

stakeholders	
Ability to multi-task and work well under pressure	Essential
Pragmatic approach to problem solving	Essential
Excellent organisation skills and an ability to prioritise work	Essential
Ability to work occasional flexible and unsocial hours including evenings if required and to travel, within the UK.	Essential
Commercial acumen	Essential

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