

***Education and Events Manager***

***Job Description***

***35 hours per week. Flexible working, with some evenings and early starts. A mixture of office***

***(central London) and home working is anticipated with this role***

***(minimum of 3 days in the office)***

*The Royal Society of Medicine is one of the UK’s leading providers of continuing learning in healthcare. Our vision is ‘better healthcare for better lives’. We aim to achieve this by sharing learning and supporting innovation on the science, practice and organisation of medicine.*

*As a registered charity and membership organisation with a global network of 20,000 members, we bring together healthcare professionals across specialties. We offer a range of membership options for every career stage, from students to retirement.*

*We deliver multidisciplinary, specialist and general education, as well as professional development, drawing on the support of leading experts in over 50 specialist areas (Sections) of medicine.*

*Our learning resources span a wide collection of books, journals, digital journals and online medical databases. We are home to one of the finest physical and digital medical libraries in the world. We connect those involved and interested in healthcare and, by leveraging expertise from across the RSM, we support, help and inspire the innovators developing the medical products and services of tomorrow.*

***Job Purpose***

*The key purpose of the Education and Events Manager role is to lead and manage the RSM Section relationships and support the development from concept through to the delivery of a cutting edge, relevant and financially sustainable portfolio of the Sections’ medical conferences and events.*

*Working as the relationship manager with the Sections and with colleagues across the Learning, Marketing, Communications and support services teams, you will lead the development of a programme of Section medical conferences, in-person events, hybrid events and webinars managing them from conception, through delivery, to feedback and evaluation. Working closely with the members of the Sections, who are RSM members and volunteer faculty / medical experts, to ensure that education content delivers measurable benefits for the RSM’s audiences.*

*Key aspects of the role are managing the delivery of the annual programme of Section Medical/Health conferences and events (end-to-end); responsibility for the financial management and operational delivery of education projects; leading matrix project teams to deliver on goals; and collaborating with external contributors, partners and clients.*

*You will report to the Head of Education and work within a programme management team.*

***Responsibilities***

***Relationship management***

* *Responsible for the successful programme management of the complete lifecycle of all medical/health conferences and events that support delivery of the RSM’s education programme and strategy, ensuring each individual event does not make a financial loss.*
* *Develop an ethos of high-quality programmes with high rates of attendance, client satisfaction and within the RSM’s financial expectation for programmes.*
* *Lead the early development stages of the annual education programme with Sections. Oversee the development of the Section education programme event plans/briefs, including developing detailed plans for programme delivery (resources, financial budgeting, programme management timings). Oversee the complete lifecycle of an event including presence at the event including webinars (with the exception of out of house events). Oversee the event management including, for example, undertake speaker engagement and ensure all follow up, feedback is actioned. Analyse data findings/feedback of events and complete a written review of each event.*
* *Manage the appropriate delivery format for education meetings: in-person, online or hybrid learning or potentially at a remote location, ensuring they are within budget and timescales.*
* *Work with marketing colleagues to research both U.K. and European published speciality conferences and events to avoid date clashes when planning a Sections’ future academic year programme and try to schedule events to maximise attendance by considering multiple events from one section on the same day.*
* *Work with marketing and communications colleagues to develop and drive the promotional activity for each event, designing outreach to relevant external organisations and contacts to develop the RSM’s market reach. Manage the marketing analytics specific to each meeting advertised.*
* *Work with the Sponsorship team to develop and drive income from exhibitors and sponsors to support and enhance the onsite face to face conferences and events.*
* *Work with finance colleagues to set financial (income and expenditure) and learning goals for each meeting, and other measures of success, for each project (e.g., surpass target delegate attendance numbers).*
* *Set up appropriate evaluation mechanisms to ensure each meeting reaches its aims and learning outcomes, and that lessons learnt are built in to forward programmes of section meetings. Lessons learnt will be incorporated into the written review of each event.*
* *Work with finance colleagues to manage and deliver financial reporting both to the Section Councils, The Head of Education and Senior Management Team. Have a good understanding of teaching and learning methodology, including within the digital arena and the theory of teaching and learning in the 21st. century*
* *Feedback insight from data gathered including observing and supporting events. Use both qualitative and quantitative analysis to inform future events.*
* *The Education and Events Manager will have responsibility for a small business unit including line management of a graduate trainee.*
* *Develop and enhance attendees learning and the impact of events.*
* *Ensure that all workstreams are delivered within allocated resources including finance, data release and timeframes.*
* *Develop and revise processes for sections and ensure this information is delivered successful to all stakeholders and upheld.*
* *Deputise for the Head of Education as required.*

**Stakeholder and Client relationship management**

* *Internal stakeholder management, including liaising with SMT, Academic Board, the Dean, Education Committee, Strategy Delivery Group and the wider RSM departments as necessary.*
* *Section Council meetings – in liaison with the Section President, prepare meeting agenda and papers for submission to the Section Council within agreed time frames and write action minutes as required. Attend all council meetings and have accountability for councils in line with the education governance.*
* *Provide clear updates to Section Presidents and officers, and establish open and consistent lines of communications to the Section President and Section meeting organiser. Build and maintain personal rapport with the Section Council and Section members.*
* *Be accountable for the success of the relationship between the Education department and the Sections and ensure regular feedback is shared with the Head of Education.*
* *Set expectations for the Section – that they meet deadlines, of both financial and planning and delivery timescales, that the Education department needs to work to.*
* *On a Section-by-Section basis, research and cultivate relationships with relevant new contacts and external organisations to collaborate on shared goals and build partnership work.*
* *Understand and drive delivery of new partner organisations and clients’ requirements.*
* *Liaise with high-profile contributors to the Education programme, including senior leaders and top experts from across Medicine and Life Sciences.*
* *Conduct market and customer research to understand learning requirements, competitive position, potential new speakers. Produce a regular report sharing this information.*
* *As appropriate attend networking, external conferences, events and meetings to build contacts and market awareness.*
* *Work collaboratively with the Content team, programme managers, learning from and sharing best practice across the teams.*
* *Seek regular feedback from the Sections on the events and the team performance, to facilitate continuous improvement - ensuring this is submitted as a written report to the Head of Education.*
* *Ensure excellent customer service through attending all events in person and being available for the entirety of the event and promoting the RSM and profile raising the work in the education department including other events being held. Ensure no reputational damage.*
* *Build strategic relationships with all stakeholders and ensure all events align with relevant policies.*

***Education programme delivery***

* *Own all operational aspects of delivering programmes, collaborating with other departments such as Audio Visual and the “on the day” internal operations team.*
* *Attend the events, ensuring that sections are supported.*
* *Ensure team delivery of the section programmes as per the service level agreement.*
* *Ensure reporting of each meetings’ statistics is accurate, timely and clearly communicated to the Head of Education, senior management and Section Council*
* *Lead, in rotation with other colleagues, the chairing of the Slate meeting to ensure that all events are on track to deliver as per budget and target numbers.*
* *Be responsible for ensuring that all conferences and events comply with RSM guidance on event management, conforming to quality and assurance standards.*
* *Be responsible for ensuring all Sections manage awards, prizes, fellowships according to RSM Policy.*
* *Review and monitor performance of the section programme, producing monthly written reports with actions and clear deadlines.*
* *Where applicable, for out of house delivery, prepare a risk assessment for the Head of Education and Director of Learning to ensure there is financial approval, insurance cover, highlight any potential reputational damage for SMT to “sign off” and proceed.*
* *Work with the Section holding an offsite meeting on venue selection, lead on contract negotiation and manage operations with external supply chain, for example but not exhaustive - caterers, audio visual, overnight accommodation, transport.*
* *Apply quality assurance standards consistently to identify future delivery and learning.*
* *Ensure time frames for activities are adhered to.*
* *Anticipate and mitigate risks to the section and RSM.*

***Other areas***

* *Establish close working relationships with the Head of Education and colleagues you line manage to ensure compliance with processes and systems and to signpost areas of good practice, for collaboration, partnership working and commercial development.*
* *Assist with the maintenance of KPI’s and evaluate all events according to established performance standards and metrics.*
* *Support the wider team to deliver during exceptional periods due to absence and peaks of heavy workload.*
* *Provide coaching and mentoring to colleagues within the team on a regular basis to ensure a high performing team.*
* *Assist with the recruitment, training, and supervision of new starters as and when necessary.*
* *Manage the team appraisal meetings in co-ordination with the Head of Education and take appropriate action as needed.*
* *Adhere to all RSM policies and procedures to meet legal and moral obligations in respect of Charity Commission requirements.*
* *Play a full part in the life of the RSM community and promote its mission and ethos.*
* *Support Councils to keep up to date with changing policies and knowledge relating to healthcare and education.*

***Competencies***

* *Strong organisational skills*
* *Understanding of budgets*
* *Clear communicator*
* *Influencing and persuading others*
* *Conference and Event Project management*
* *Stakeholder and relationship management*
* *People management*
* *Creative, innovative*
* *Commercially focussed*
* *Drive to deliver/commitment*
* *Leadership skills*
* *Resilience, ability to successfully manage change and support ad hoc and within tight deadlines*
* *Professional behaviours, act as a role model*
* *Educated to degree level*
* *Experience in education, financial knowledge*
* *Project management skills*
* *Ability to manage and build a high performing team*
* *Strong data analysis skills.*
* *Digital pedagogy – good understanding of successful online experience*

*The post holder must always when conducting responsibilities and interacting with others:*

* *Uphold the vision, mission and values of the RSM*
* *Support effective communication and consistent management of RSM policies and procedures throughout the organisation*
* *Adhere to the Society’s Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards*
* *Adhere to the Society’s Data Protection regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner*
* *Fully subscribe to the spirit of and adhere to the Society’s people* policies in particular the Discrimination, Bullying, Harassment, Victimisation policies