

## Conference Producer Job Description

**Reports to:** Director of Business Development & Events

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**Salary:** £36,050

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**Hours:** Full-Time

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**Duration:** Permanent

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### About CFG

CFG is a charity that supports all charities and social change organisations to make the biggest difference possible. We do this by supporting them to make the most of their money and resources, by putting financial leadership at the heart of their decisions.

We strive to upskill the sector, and are working to create a more supportive operating environment. If you want to know more about how we do this, visit our website at [www.cfg.org.uk](http://www.cfg.org.uk).

### Our values

Our values define who we are as people and who we are together as CFG. The work we do is important and how we do it is just as important to us. We work on the basis people can be taught skills and gain experience so we want to know if you share our values and beliefs. The CFG team worked together to create values that they believe embody who they are as individuals and how they want to work together as a team to achieve CFG's goals.

We are:

- Aspirational, and brave
- Emotionally authentic, vulnerable and considerate
- Innovative and creative
- Accountable and trustworthy
- Collaborative and supportive
- Active and continuously improving
- Adaptive and resilient

### Are you who we are looking for?

We are looking for an events enthusiast with an eye for detail and a flair for engaging people, someone who prides themselves on their organisational skills. The ideal candidate has the ability to juggle various aspects of events coordination and delivery to support a small but busy team. We punch above our weight and produce a number of events throughout the year. We want every attendee to leave our events with the best possible experience exceeding expectations.

### **The essentials – You will:**

- Be an excellent communicator able to liaise with a variety of stakeholders, briefing speakers and ensuring content is delivered to brief;
- Enjoy desk research ensuring events content is relevant and timely;
- Have the ability to create compelling copy for events programmes working with the marketing and communications team;
- Be solutions focussed and seek out ways to improve processes in the team;
- Be a team player and work seamlessly with the wider team;
- Be open, approachable and a firm believer in continuous development.

### **Demonstrate CFG values by;**

- Bringing your whole self to work when working with colleagues and external partners, being open and honest;
- Being open minded and happy to embrace change;
- Motivating others and demonstrating enthusiasm about the impact we can have;
- Working hard to exceed expectations and ask for help when needed;
- Collaborating with colleagues and actively sharing knowledge;
- Giving feedback constructively;
- Being resilient and readily willing to adapt to an ever changing environment.

## **Specific Responsibilities**

We want you to:

### **Market research**

- Undertake desk research to identify current topics and trends in the sector making recommendations on delivery methods.
- Maintain up to date knowledge on competitor events seeking out new opportunities for CFG to create content.
- Work with colleagues to develop and maintain focus groups within CFG membership to test new products and refresh existing content.
- Keep up to date on developments and trends in delivery with a view to increasing the digital delivery of events and training.

### **Programme development**

- Produce content-led programmes for conferences, training and member meetings using data from research, events evaluation and input from colleagues.

- Liaise with the events team to ensure effective start up and progress meetings are held for all events
- Communicate with focus groups, internal and external colleagues to ensure content meets the needs of the audience.
- Work alongside the marketing team to create effective marketing materials incorporating print and digital media.

### **Speaker acquisition and management**

- Research suitable speakers for delivery of content, invite confirm and brief them in due time
- Ensure all speakers are aware of the whole programme to avoid any duplication
- Collaborating with partnerships and events team ensure a good spread of charity and corporate led content.
- Conduct speaker lunches for large scale events to ensure quality control.
- Provide feedback to speakers post event using event evaluation.

### **Event and training evaluation**

- Provide thorough evaluation of all events and training working alongside the events team and wider colleagues providing recommendations and reports to the Director of Business Development.
- Revise and amend programmes where necessary ensuring our events programme and member needs are aligned, regularly check on bookings and marketing plans for any trends or risks to mitigate
- Develop key performance indicators for events and training activities to measure success and track progress.

### **Additional responsibilities**

- Support the development of cross-function working taking the lead where appropriate.
- Represent CFG at events and attend external events to research content and potential speakers.
- Support the events and finance team with budget management and forecasting
- At all times, work pro-actively to promote CFG's equal opportunities policies, both in respect of service delivery and employment issues; and to ensure the health, safety and welfare of the post holder, colleagues, members and visitors.
- Cover for colleagues when necessary.
- Other such duties as shall be required as part of a collaborative staff team

## Person Specification

	<b>Essential</b>	<b>Highly Desirable</b>
Qualifications	<ul style="list-style-type: none"> <li>▪ Excellent standard of education including Maths GCSE and English A Level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>▪ Educated to degree level</li> <li>▪ Finance or accounting training or knowledge</li> <li>▪ CIPD training or qualifications</li> </ul>
Experience	<ul style="list-style-type: none"> <li>▪ Proven track record in designing and managing events programming</li> <li>▪ Experience of identifying and assessing speakers, designing programmes and writing copy which includes technical content</li> <li>▪ Experience of writing training or consultancy proposals and securing new business</li> <li>▪ Experience of project management and co-ordination</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of working in a not-for-profit organisation</li> </ul>
Knowledge/ Understanding	<ul style="list-style-type: none"> <li>▪ Knowledge and understanding of financial management</li> <li>▪ Knowledge of finance roles and functions</li> <li>▪ Understanding of and comfort with technical content</li> <li>▪ At least intermediate level use of Microsoft Office</li> </ul>	<ul style="list-style-type: none"> <li>▪ Knowledge of charity finance</li> <li>▪ Knowledge of charity sector and speakers</li> </ul>
Skills/ Abilities	<ul style="list-style-type: none"> <li>▪ Ability to relate to people at all levels</li> <li>▪ Excellent communication, negotiating and influencing skills</li> <li>▪ Organisational, planning and time management skills</li> <li>▪ Ability to coach people and give constructive feedback</li> <li>▪ Confident presentation skills</li> <li>▪ Ability to write reports, keep records, and work within budgets</li> <li>▪ Excellent command of English language both written and verbal</li> <li>▪ Exceptional attention to detail</li> <li>▪ Self-starter, able to use own initiative</li> <li>▪ Ability to work collaboratively and flexibly across a small staff team</li> </ul>	
Other	Willingness to travel and work outside normal office hours occasionally	