

EOA Engagement and Events Manager

Reports to:	Head of Marketing and Communications
Location:	Brough, East Yorkshire, hybrid office/ homeworking (occasional travel to UK events)
Benefits:	Salary upto £35,000 dependent on experience plus up to 7% pension contribution, salary sacrifice, 30 days leave plus UK Bank Holidays
Hours:	Full time (37.5 hours per week)

Purpose

The EOA is a 500+ corporate member association which is the ‘go to place’ to develop good employee ownership, with a purpose to unlock the potential of people, businesses and the economy through employee ownership and better business.

This role will lead on the planning and delivery of an annual programme of in-person and digital engagement activity, content and events for members, potential members, and stakeholders.

Tasked with delivering value to existing members and reaching new audiences, this role requires a focus on developing, planning, and delivering a high-quality, engaging programme of business event experiences and the curation or development of relevant content with colleagues, members, and stakeholders, to enable the sharing of best practice and learning.

Existing engagement activity ranges from sharing written and video case studies, regular virtual gatherings/conversations for 10-20 people, webinars with live case study content for 100 people, a high-profile in-person Summer Dinner in London with political dignitaries for 150, an annual in-person or virtual Lecture and an annual in-person/hybrid Annual Conference of between 700-1200 people.

The curation and direction of the content of events is a key aspect of the role, with the ability to understand, specify and guide the development of relevant content for each audience and each engagement experience. Hence, the post holder will need to develop a thorough understanding and interest in employee ownership and the business topics that influence employee-owned businesses.

In addition, the EOA is in the early stages of developing a programme of digital learning courses and the post holder will support other colleagues as they develop this programme, and to realise best practice and economies of scale, by sharing insights and experience gained through the delivery of the engagement programme.

Main areas of accountability and responsibility

- Plan and manage delivery of a programme of existing in-person and digital event experiences in the UK to meet the corporate and operational objectives of the EOA strategy.
 - Develop the existing engagement programme by identifying, with colleagues and members, new topics, channels and event experiences, relevant to different target groups.
 - Curate, develop, plan and deliver content that is relevant and compelling by managing involvement of contributors and through collaboration with colleagues.
 - Identify and share insight and ideas with the wider team on any commercial opportunities for paid for services, learning or sponsorship opportunities.
- Manage the operational delivery of engagement:
 - Project manage external agencies/venues where relevant (e.g., Annual Conference)
 - Collaborate and manage colleagues on operational delivery of event experiences
 - Collaborate with colleagues on marketing/promotion and invitation processes to ensure high-quality association for the EOA brand.
 - Collaborate with colleagues to ensure content is relevantly shared across EOA platforms (e.g., social media, member community hub)

- Ensure contingencies are in place for digital and live engagement events and adopt of proactive approach to risk management, trouble shooting and adaption.
- Undertake analysis of engagement and feedback and recommend changes to ensure continual improvement of the programme.
- Manage and monitor profit and loss activity of engagement programme and individual events.

Essential Experience

- Business/corporate digital engagement and in-person event management.
- Recommending development/delivery of relevant contents/topics for different audiences.
- Impactful written and oral communication skills with the ability to adjust style to suit audience.
- Confidence dealing with senior stakeholders, able to build rapport in short timeframes.
- Highly proficient with Microsoft Office suite and the ability to quickly learn new systems.
- Digital engagement and delivery platforms (e.g., Zoom, MS Teams, Remo or equivalent).
- Problem solving creatively with available resources and remaining calm under pressure.
- Complex, multi-tasking environments, often with conflicting timelines.
- Organised and logical with ability to pay close attention to detail.
- Must be proactive and show initiative.

Desirable Experience

- Engagement and event planning, promotion and management within a membership organisation.