

## Role profile

<b>Role title</b>	Field Events Co-ordinator
<b>Department and directorate</b>	Local Recruitment & Retention, Member Relations
<b>Grade</b>	7
<b>Reports to (job title)</b>	Field Events Manager
<b>Direct reports (job titles)</b>	

### Job Overview– purpose of the role

Describe as concisely as possible the overall purpose of the job and what success looks like. **Please limit this to a maximum of four or five sentences**

Work with all parts of the BMA to support the delivery of a UK-wide programme of events and activities that drive BMA membership recruitment & retention. Co-ordinate the collateral, logistics and scheduling of face-to-face events, local campaigns and activities. Support the Membership development managers with administrative duties and attend events where required.

### Duties and Responsibilities

What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)

**Please provide a bullet point list**

- Project manage and plan execution of over 100 induction events for recruitment of junior doctors at their places of work by negotiating and coordinating the BMA presence at over 70 hospital trusts, including coordinating the Staff presence at events from across all BMA departments and being the main point of contact for external and internal queries.
- Plan the BMA's attendance at the freshers' fairs at 43 medical schools in the UK. (timings, numbers, locations, catering request, sponsorship)
- Organise, schedule and book events, facilities, and speakers. Manage internal/external contractors and suppliers to ensure events are successfully delivered. Record all events on to the CRM system.
- Represent and promote the BMA at internal and external exhibitions and conferences as required.
- Support local campaigns organising materials and copy and including materials on the Reps Hub.
- Provide support to the sales team in the face-to-face recruitment and retention of doctors and medical students. Attend events where required, provide administration support, book travel, order marketing materials & expense submission for the Membership Development Managers.
- Organise and order marketing resources for staff in England and Nations (UK wide)
- Manage professional relationships with internal clients, service departments and key event/exhibition contacts including the BMJ to identify content providers, volunteers, speakers, and potential leads for recruitment activities.
- Provide support to other members of the sales team in the face-to-face recruitment of non-member doctors and medical students. Support the BMA's student recruitment activities by attending freshers' fairs and other student recruitment events as necessary.
- Day to day management of the National Recruitment HUB (Recruitment Support Unit) for BMA Reps and staff to access training, advice, and recruitment materials

### Skill (level and breadth of application)

*What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?*

*How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.*

- Educated to degree level
- Experience of event logistics and operations
- The role holder will have to be highly organised, and confident in managing a wide range of activities, resources, and situations at any one time.
- Good all-rounder marketer with proven marketing experience preferably including experience of marketing, writing copy and general customer acquisition.
- Confidence and ability to deliver verbal and written communications
- Confidence in ability and knowledge needed to represent BMA at external events.
- An understanding of the career structure and progression of doctors is a distinct advantage.
- The post holder will be motivated by achieving results from marketing and event campaigns and striving to continually improving their efficiency and effectiveness
- Confidence to network and communicate effectively with staff and medics at all levels – including BMA staff across the organisation, committee representatives and members.
- Good people and resource management skills, and a positive 'can do will do' attitude is essential to ensure that the role can be carried out effectively, as are good communication skills and the ability to 'make the sale'.
- Flexible and adaptable, and prepared to work outside normal office hours. (No leave to be taken for the last 2 weeks of July, 1<sup>st</sup> week of August unless agreed with manager)

### Intellectual demands (complexity and challenge)

*What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?*

*To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).*

- The post holder will plan and execute much of the work with only limited supervision from line manager and as such will need to possess good planning abilities, project management skills, be comfortable working with data and be well organised to meet the needs of all stakeholders involved in delivering events.
- The ability to prioritise effectively and maintain a degree of flexibility and adaptability is useful to meet the needs of the business and a changing marketplace. The post holder also needs to be effective at time management and work to agreed schedules.

### Judgement (independence and level and impact limitations)

*What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?*

*Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?*

- The post holder will need to possess good planning abilities, strong discipline and be well organised. The ability to effectively time-manage and maintain agreed schedules will be vital.
- The post holder needs to use their judgement to ascertain if an event should be attended / supported – and if so to what level.

### Judgement (independence and level and impact limitations)

- The post holder is often the first point of contact for Member relations and other internal departments for events.
- The post holder has to evaluate the priorities for the events budgets and manage against an agreed budget for incentives, event sponsorship and event logistics.
- Provides guidance and support on recruitment activities to Sales and Regional Services staff, members of the team e.g. staff on secondment, event volunteers

### Use of resources (supervision of resources and influence)

*What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.*

*How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?*

- The post holder needs to work with the Field Events Manager to manage events programmes which have many stakeholders, and ensure tasks are distributed appropriately.
- Manage the processing and recording of all event invoices and provide accurate management information and financial records against budget.
- Work closely with the Field Events Manager to ensure budgets are allocated to correct codes, invoices sent to finance and spend is properly allocated.
- Need to be able to problem solve – work with cross department teams to deliver solutions to enable effective recruitment, data management and delivery of campaigns.
- Need to be aware of the Data Protection policies when dealing with member and non-member data
- The post holder will need to ensure all outgoing marketing collateral and communications have been through the full sign-off process.

### Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

*What is the purpose of these contacts, eg conveying information, gathering data?*

- Work with and be able to communicate with various staff around the BMA including immediate colleagues and senior managers.
- Be confident talking to doctors and medical students at recruitment events

### Physical demands & coordination (physical effort and mental strain)

*Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?*

- Extensive VDU usage
- Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.
- The post holder will often attend events and help with the set up and break down of the stands.

## Working conditions and emotional demands)

*What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?*

- The job is conducted in a normal office environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.
- The role requires travelling to places of work and attendance at events. This can mean travelling outside of normal working hours and being outside of the office environment – in hospitals, medical schools and exhibition centres.

## Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

## Sign-off

Manager: L.LARCOMBE

Date: 20.12.2024

Role holder:

Date:

