

C&BS Training & Events Co-ordinator Job Description

Department: Stakeholder Management Team	Function: Training & events marketing and delivery
Reports to: Head of Development and Programmes	Location: Head Office / occasional home working / regional programme delivery
Manages: N/A	Contract Type: Full time permanent contract
Salary / working hours: 35 hours per week (some evening and weekend work will be required)	Probation period: 6 months

1. Overview

The Training & Events Co-ordinator will provide support to the Head of Development and Programmes and to other members of the Senior Management Team with the facilitation, promotion and delivery of Culture & Business Scotland’s (C&BS’) training and events programme.

2. Role Purpose/ Impact

- Support the Head of Development and Programmes through administration, development and planning of the training and events programme and other organisational events;
- Support the Marketing & Communications Manager in the delivery of the Marketing & Communications Strategy and Action Plan, including delegated marketing and communications tasks to maximise awareness of and sign-up to these opportunities;
- Assist the Head of Development and Programmes and other members of the Senior Management Team with the preparation, curation and delivery of all external-facing events;
- Work with the Marketing & Communications Manager and with other C&BS staff, to share responsibility for the day-to-day delivery of media and communications functions that promote the work of the organisation;
- Work with the Marketing & Communications Manager and with other C&BS staff, to share responsibility for the day-to-day support of the external media and communications functions provided by C&BS’ external communications agency

3. Key Accountabilities

Training and events:

- Provide pre, during and post logistical and administrative support of all activities (venue assessment and booking, catering, AV, both in-person and online (digital) set up);
- Promote and manage event bookings and attendance;
- Provide pre, during and post engagement, communications and support for all trainers; event speakers and attendees;
- Implement, process and analyse evaluation of all training and events;
- Monitor and maintain the Training and Events attendance, including delegate records held on the C&BS record management system (bespoke FileMaker database)

Marketing and Communications Support

Working closely with the Marketing & Communications Manager, support the promotion, marketing and communications of all training and events, including;

- the creation of marketing and communications materials including: design, proof-reading, liaison with other staff and design agencies as required, ensuring consistency on in-house branding;
- posting key messaging through the: website; key contacts and partner agencies; social media channels;
- ensuring the training and events section of the website is accurate and up-to-date. Working with other C&BS staff, contribute to the organisation's website development and day to day maintenance;
- providing support to other C&BS staff on planned media and communications activities.

Other:

- Support financial policies and procedures to ensure the effective management of finances;
- Work as a key member of the C&BS team and undertake other relevant duties as may be required from time to time by the Head of Development and Programmes and/or Senior Management Team.

Person Specification

Personal Competencies

- A driven and pro-active approach, with strong problem-solving skills
- A demonstrable professional and customer service approach in all interactions with clients and customers
- Excellent oral, written, administrative and numerical skills, attention to detail, methodical and accurate
- Ability to relate well to others and work collaboratively as a member of a small team
- A flexible and adaptable approach to work – the nature of supporting events delivery may include the need for evening and weekend work
- An interest in culture and working with business for the good of society

Technical Competencies

Essential

- At least 2 years experience of working within an events setting
- Proven planning and strong organisational skills, with the ability to manage own workload and to prioritise tasks accordingly
- Excellent skills in and knowledge of the use of databases including: data input and manipulation of data to produce reports
- Proficient use of MS Office 365; including: Teams, Excel, Word, PowerPoint and Outlook
- Experience of social media communications
- Skilled in supporting the logistical delivery of in-person and online events
- Experience of using Eventbrite or other electronic ticketing systems

Desirable

- Experience, knowledge and understanding of the regulations and codes of practice involved in GDPR, copyright and use of images
- Experience of website software and FileMaker database software
- Knowledge and understanding of FileMaker Pro