Events Manager, Full time 37.5 hours (maternity cover)
IfM Engage

About the Institute for Manufacturing and IfM Engage

The Institute for Manufacturing (IfM) is part of the University of Cambridge’s Department of Engineering. It focuses on research, education and practice helping organisations and society to "Manufacture a Better World." Its activities involve helping companies develop life-changing products and services, create meaningful jobs, and contribute to a better environment for the future. Additionally, the institute aims to help governments foster innovation and enterprise to deliver social and economic benefits. Its undergraduate and postgraduate education programmes are designed to prepare the manufacturing leaders of the future.

IfM Engage Ltd is a limited company owned by the University of Cambridge. The company generates revenue by partnering with organisations across industry, government, and academia to help them solve complex challenges, utilising approaches and knowledge developed at the Institute for Manufacturing (IfM). The profits generated by IfM Engage are donated to the University of Cambridge to support future research. In 2024, IfM Engage was recognised for its strong and positive work culture and was awarded the Investors in People (IIP) accreditation.

Purpose of the role

The Events Manager will work as part of the Events team to:

- Raise awareness and build the reputation of IfM and IfM Engage by planning, marketing and delivering exceptional events and open courses
- Foster and facilitate relationships among the various stakeholders through judicious and creative event management
- Provide specialist events and marketing advice to IfM and IfM Engage stakeholders

Responsibilities

- Event planning and management
- Budget management
- Event & open course marketing and promotion
- Stakeholder management including speaker and supplier liaison
- Responsibility for the delegate experience
- Support SME membership programme
Reporting and Support

- Reports to the Event Programme Manager
- Works with the Events team and in collaboration with the Marketing and Communications Teams

The Events Manager will be employed by IfM Engage, based in the Alan Reece Building, Charles Babbage Road, Cambridge. This role is full-time; however, we are open to conversations around flexible working and operate an ‘office first’ hybrid working policy (at 60% of working time in the office). The salary band for this role is £41,000 - 45,000 per annum FTE plus a generous benefits package, including healthcare. We encourage applications from all sections of society.

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<th>Duties and Responsibilities</th>
<th>Activities and outputs</th>
<th>Time</th>
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<tr>
<td>Event management</td>
<td>Provision of well organised events and courses that disseminate research and showcase the IfM to external stakeholders</td>
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<td>Maintain a good awareness and understanding of activities being carried out across the IfM and IfM Engage.</td>
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<td>Provide specialist operational advice to the event owner to plan timescale and feasibility of their proposed event (existing and new)</td>
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<td>Set, communicate and maintain project timelines and priorities, taking personal responsibility for finding solutions and making recommendations</td>
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<td>Act as a main point of contact for your portfolio of events,</td>
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<td>Monitor and support registrations and identify systems to improve the delegate experience</td>
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<td>Manage the budget for your events</td>
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<td>With input from the marketing team, identify suitable audiences and agree promotional channels and timescales</td>
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<td>Liaise with external suppliers such as venues and caterers</td>
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<td>Liaise with speakers and internal stakeholders to ensure all parties are kept aware of the progress of the event, and that materials are collated in good time</td>
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<td>Writing text for and developing new and existing promotional materials</td>
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Delivering events on time, within budget that meet (and hopefully exceed) expectations

| Membership | Support the SME membership programme, planning the annual calendar of engagements and identifying any changes and improvements to the scheme so that it continues to meet members’ needs. Arranging and reporting of monthly management meetings, acting as central point of contact and coordinator for the group. Provide a monthly report on progress and plans to this meeting. Key member of the IfM Membership practice community, sharing best practice and contributing to the overall enhancement of all IfM Membership groups. | 15% |
| Marketing | Events team lead on promotion and marketing of events and courses Devise social media marketing plans to attract new customers Create promotional emails to engage the existing database Work with Marketing and Communications teams to create and deliver integrated content marketing plans for open courses | 25% |
| IfM Community | Support IfM internal events, anticipating and responding to new trends and challenges. Fostering and building the sense of community that makes this such a special place to work. | 10% |

**Skills and attributes**

**Essential:**

- Experience of marketing and delivering a variety of event types
- Skilled in relationship building with the ability to collaborate positively with all members of the IfM community
- Proven experience of working effectively as part of a team
- A self-starter with the ability to manage multiple tasks.
- Able to prioritise effectively, work under pressure, and meet deadlines.
- Able to write engaging copy for event web pages, announcements and social media
- Positive and confident
- Good negotiation skills

**Desirable:**
• Proficient with editing and publishing software, such as Canva or Adobe InDesign, and other relevant design packages.
• Skilled in producing various forms of content, including videos and infographics.
• Experienced in using content management systems
• Experience of working in a research environment
• Health and safety for events

To apply for this role, please send a CV and covering letter to Alison Martin at ifm-engage@eng.cam.ac.uk

Applicants for this role must have the right to work in the UK.

The closing date is midnight on 21 July 2024

At IfM Engage, we are committed to being transparent about how we collect and use your data and ensure that we meet our data protection obligations. For a more detailed view of the information, we collect and how we process it please check out our Privacy Notice for Job Applicants.

https://www.ifm.eng.cam.ac.uk/privacy-policy-ecs-job-applicants/