



British American Business

## Job Description

<b>Job Title</b>	Events and Programme Manager
<b>Version Date</b>	5 <sup>th</sup> March 2019
<b>Location</b>	London
<b>Team</b>	Events and Marketing
<b>Reports to</b>	Director of Events and Marketing
<b>Direct reports</b>	None
<b>Career Level</b>	Manager

### About BritishAmerican Business

BritishAmerican Business (BAB) is an exclusive members' organization; we create networking opportunities for our members, which often lead to business opportunities, through the events and programming that we run. As a policy and advocacy organization we are the voice of transatlantic business; we support policies and action that will protect and enhance the environment for trade and investment between the US and UK. ([www.babinc.org](http://www.babinc.org))

### Role Summary

To lead the content and speaker development for relevant BAB London event programmes and activities built around BAB's Policy Agenda:

- Growing Our Economies: Infrastructure, Research & Innovation, Tax
- Trading With The World: UK-US, UK-EU, Global
- People and Diversity: Talent, Mobility, Inclusion and Diversity, Education

Events will include:

- CEO Roundtable series
- Political Insight Roundtable series
- Young Professionals Networking (2)



## British American Business

- Business Intelligence Briefing Series (e.g. Tax, Immigration, Politics, Healthcare, Trade Policy, Economy etc)
- The Stir series (3-4) diversity and inclusion themes, panels or fireside chats, networking
- Campaigns and Policy and Trade (3-4) Policy Agenda Launch, Trade Report Launch, Future Transatlantic Leaders, Across The Pond/Growing US
- Other events that may occur allocated to your portfolio, as agreed per internal strategy and discussion.

### Responsibilities

#### Administer the events programme – Internal stakeholders

- Create and develop marketing plans for each programme identifying target audiences using a cross section of tools and channels *in collaboration with Events & Marketing Manager*
- Coordinate digital material *in collaboration with Events & Marketing Manager*
- Prepare briefing notes for Chairman & CEO

#### Administer the event programme / content – External stakeholders

- Create and develop event briefs on concepts for all events involving guest speakers and panels
- Research potential speakers for BAB events in line with BAB's Policy Agenda and help define the theme/ angle to the topic and identify the appropriate speaker(s) and partners
- Research and identify useful reports/articles to build into BAB events
- Approach, confirmation and follow through with speakers and moderator
- Prepare briefing notes for speakers
- Coordinate speaker briefing calls for all speakers with moderator
- Troubleshooting during run up to an event with speakers and moderator
- Coordinating content for digital output in conjunction with the Comms team and Events & Marketing Manager
- Coordinate event feedback, provide analysis and lessons learnt / impact reports
- Produce formal letters of invitation, thanks for speakers, moderators on behalf of BAB leadership
- Produce content each event, to include
  - Event title
  - Event description
  - Speaker and Moderator bios
  - Coordinate speaker PPT presentations / slides / digital content for Event & Marketing Manager
- Participation and Supervision at events, to include
  - greeting speakers on arrival
  - speaker rehearsals and liaison with Events & Marketing Manager
  - distribution of printed materials for sponsors, speakers,
  - coordination of speakers at the events
  - coordination of introductions with speakers/moderator and BAB leadership team onsite
  - moderate event/ open event, where appropriate

#### Sponsorship

- Identify companies to be approached for sponsorship opportunities and work with membership colleagues to confirm sponsors
- Work with the Director to develop a sponsorship approach and packages
- Approach potential sponsors with list of upcoming events
- Build relationships with potential and existing sponsors



## British American Business

- Confirm sponsors and work with Events & Marketing Manager to initiate invoices
- Work with the sponsoring companies to ensure contract fulfilment
- Post-event liaison and follow-up meetings with speakers and sponsors

### Publicity and Marketing

- Develop content for each programme and share with Events & Marketing Manager to produce final print and/or external production/print companies
- Work with Events & Marketing Manager on marketing plans, development of external insight and outreach for the BAB events
- Enrich promotional ideas to further awareness of the BritishAmerican Business's programme of events
- Develop external approaches and new audience target lists for events
- Research and negotiate listings of events in external calendars
- Coordinate with Communications colleagues regarding the planning of events coverage in BAB social media channels

### Additional Responsibilities

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

### Relationships

<b>Internal</b>	<b>Daily</b>	Executive Director London Director of Events and Marketing Manager of Communications Manager of Policy and Trade Events Team Membership Team Events Interns
	<b>As needed</b>	New York Office Chief Executive All other staff Accountant / Office Manager
<b>External</b>	<b>Daily</b>	Board Members BritishAmerican Business Members UK Government representatives US Embassy representatives
	<b>As needed</b>	Media commentators Member companies & potential member companies

### Personal Profile



## British American Business

		Essential	Desirable
<b>Skills and Experience</b>	Minimum two years' experience in event programme development/management	X	
	Organisation and group management skills	X	
	Excellent communicator (verbal and written)	X	
	Previous experience in a not for profit or membership organisation		X
	Exceptional organisational and time management skills	X	
	Strong project management and stakeholder management skills	X	
	Sponsorship and sales experience		X
	Ability to work comfortably under pressure	X	
<b>Personal Attributes</b>	Strong interest in UK USA trade, policy, business news and political developments	X	
	Speaker liaison experience		X
	Ability to work autonomously	X	
	Consistent approach to personal and professional development	X	
	Team player with strong collaboration skills		X
	Professional and appropriate attitude towards engagement with high-level-stakeholders		