



IBDE Job Description

Membership and Events Manager

Job Title:	Membership and Events Manager
Reports to:	Chief Executive
Based in:	London
Context for the Role:	<p>International Business and Diplomatic Exchange (IBDE) is a London-based, membership organisation providing leadership in promoting international trade and investment flows, financial and professional services, energy, infrastructure and ICT sectors as well as championing commercial and trade diplomacy. IBDE delivers its services, which effectively contribute towards the strengthening of dialogue on international political, business and economic issues, through enhanced consultation and resource-sharing between businesspeople, policymakers, academics and the diplomatic communities. Bridging the gap between business and governments is the game changer for business people and diplomats today, and this is the focus of IBDE. For more info www.ibde.org</p> <p>We run between 30-50 high-level events annually, ranging from small seminars and roundtables to large conferences. The membership and events manager role is crucial to IBDE's development agenda. We are a small but fast growing, high performance team with high standards and huge ambitions. We strive for excellence in everything we do.</p>
About the Role:	<p>As a membership and events manager, you will be able to recruit and retain members as well as to oversee and organise events that will make an impact on IBDE's target audience. You will also be a project manager who understands marketing and promotion techniques. We want to see enthusiastic candidates with fresh ideas and the organisational skills required to deliver first-class events. The role will provide you access to both the senior management board and advisory board.</p>

Key Activities and Responsibilities

Membership Strategy

- Working closely with the CEO to review and develop the current IBDE membership offering including pricing and benefits;
- Working closely with the CEO to develop and implement a Membership growth strategy, covering sales, marketing and retention.

Membership Recruitment and Acquisition

- Working closely with the CEO to develop and manage the delivery of campaigns to recruit new members;

Membership Retention

- To act as the primary contact for members whilst administering the membership scheme;

Events

- Working closely with the CEO in devising the programme of activities and leading the planning and delivery of events (networking events, launches, workshops, dinners, breakfasts and roundtables), ranging from 10 – 200 people;
- Delegate registration - ensure that the guest list is continually updated in the run up to the event, and that our guest check-in on the day is as smooth as possible;
- Source and negotiate with suppliers such as venue, catering, production, design and printing;
- Invitation coordination - working with internal stakeholders to agree the ideal guest list and ensure invitations are sent out as far in advance as possible and reminders are sent prior to the event, identifying early any potential rsvp shortfalls;
- Liaise with speakers before events and ensure they have all the information they require;
- Support the hiring of personnel (including interns and other supporting volunteers);
- Post event reconciliation - ensure that any post-event admin (surveys, emails, reviews, etc) takes place promptly;
- Be prepared to work out of hours at events as and when necessary

Database, Marketing and Communications

- Develop and deliver membership marketing campaigns across all channels;
- Database management - ensure that any databases (guest lists, supplier details, income & expenditure etc) are kept clean and up to date. In addition, maintain existing CRM systems;

Essential Skills and Experience

- Practical understanding of managing membership schemes, with experience in leading a membership or loyalty scheme, or similar;
- Experience of delivering multi-channel marketing campaigns and the ability to use digital marketing tools;
- Ability to analyse data and develop information into reports for wider dissemination or presentation;
- Ability to work to deadlines;
- Excellent copywriting and editing skills;
- Intermediate to advanced level abilities on Microsoft Word, Excel and PowerPoint;
- Event management experience;
- A high level of practical and organisational skills;

- Excellent interpersonal and networking skills;
- Excellent oral and written communication skills;
- Understanding of the mission and activities of IBDE.

Qualifications

- Degree or equivalent

Personal Attributes

- Attention to detail;
- Ability to work on your own initiative;
- Ability to work as part of a team and to support colleagues;
- Absolute discretion and ability to maintain confidentiality;
- Willingness to learn new skills;
- Enthusiasm and a can-do attitude;
- A great team player that works effectively with colleagues and aligns their work objectives with that of the organisation;
- Willingness to work occasional evenings.

What IBDE offers?

- Salary + commission for recruiting new members and sponsors;
- Training provided;
- Opportunity to work on a full time or part-time basis (3-5 days a week);
- Exposure to very high-level stakeholders;
- Opportunity to progress careerwise, based on results.

How to Apply:

If you are interested, please send a covering letter, your CV and two references together with a short email to info@ibde.org. IBDE is an equal opportunity employer. Job applicants may be asked to provide evidence of their ability to work and live in the country where the role exists.