

# Energy Industries Council (EIC) Job Description

<b>Job Title:</b>	Business Lead, Office & Events Manager London	<b>Business Location:</b>	London
<b>Job Grade:</b>	Permanent	<b>Benefits Grade:</b>	N/A

<b>Responsible to (Line):</b>	Regional Director, UK & Europe	<b>Responsible to (Function):</b>	UK & Europe Events
<b>Responsible for (Line):</b>	N/A	<b>Function: (If appropriate)</b>	N/A

## Purpose / Role

To effectively and efficiently manage, promote and develop the EICs presence in the region. This key role will report to the Regional Director, UK & Europe and work across the whole energy sector, delivering a programme of industry events, whether that be physical events or virtual. This role will also manage the London meeting rooms, ensuring EIC members and colleagues can utilise the London office facilities.

## Key aims and objectives

- To support, develop and implement the UK and Europe events calendar, especially in Southern England
- To identify, pursue and forge strong relationships with the whole energy sector, from operators, developers and the supply chain
- To build and support marketing campaigns to promote our events to members and non-members
- To understand the need of our members and their business strategies
- To build relationships and maintain close and regular contact with trade and government organisations
- To support quarterly membership committee meetings
- To work with the UK events team, ensuring targets and surplus are met
- To ensure that the London room bookings are utilised by EIC members, and that the booking system runs efficiently and professionally

## Prime responsibilities and duties

### Event Management

- Support and develop the Regional, UK and Europe events calendar by proposing new and relevant events to organise
- Research regional and industry opportunities where it may be possible to develop existing or new events
- Build long term relationships and maintain close and regular contact with key industry buyers and suppliers
- Scheduling regular appointments face to face, telephone and virtually with potential speakers, ensuring they are aware of our services and we are their platform of choice when engaging with the supply chain
- Manage all events in the region from pre to post actions
- Liaise with the Operations Events Executive, UK & Europe to organise all administration activities for each event
- Develop the EIC's profile across the region by attending external networking events and building key stakeholder relationships
- Responsible for managing the budget and meeting targets and generating surplus
- Liaise with local and national Government departments in the UK and other Trade Associations
- The ability to run virtual and face to face events

### London Office

- Manage and maintain the room booking process for EIC members and colleagues
- Work with the Membership Administration Manager to ensure all bookings are linked to CRM
- Maintain the website booking process and liaise any updates or changes to the marketing team
- Ensure the facilities are marketed to EIC members and the booking process is communicated to staff
- Retain a good relationship with the finance department to ensure room booking invoices are issued
- Responsibility for meeting room income
- Liaise with the building receptionists to ensure room booking contact details have been communicated

### Marketing

- Manage marketing campaigns for each event to maximise delegate attendance (including mailers, LinkedIn, twitter posts and the EIC website)
- Work with the marketing department to promote UK and Europe events
- Work with EIC analysts to produce marketing text on the event, ensuring sector information is up to date

## General

- Ensure a full understanding of all EIC member benefits
- Assist in identifying and recruiting new members, reducing potential resignations and maximising regional participation through EIC events
- Maintain a close working relationship with EIC teams
- Maintaining and sharing a record of engagement via the CRM system
- Carefully manage expenditure, keep accurate financial records and submit monthly expenses on time

## Key internal interfaces

- CEO
- Regional Director, UK & Europe
- UK Event Managers (Scotland, North West England and North East England)
- Operations Events Executive, UK & Europe
- Heads of departments
- Membership team
- International Trade team
- Marketing team
- Sector analysts
- Overseas offices
- External Affairs
- Finance

## Key external interfaces

- Speakers, Sponsors, Venue providers, Catering providers, Event organisers
- Regional Committee Members, EIC Members and non-members
- Trade and Government organisations
- External stakeholders

## Core competencies

### Required

- Over 3 years in event management or business development experience
- Interest and awareness of the whole energy sector, the key players and project structure
- Understand and talk with interest about the local market place and the key players that work within it
- Strong communication skills, including confidence and enthusiasm in recruiting speakers, networking and hosting events and meetings
- Ability to work on your own initiative to implement events, manage workload, produce results and meet deadlines
- Exceptional attention to detail to produce written communications (marketing material, updating the website, reports, finances, etc)
- Budgetary control – ensuring income and costs are balanced by the level of provision required
- Proven time management skills demonstrated by ability to work effectively under pressure, to prioritise and to deliver to tight deadlines
- Self-starter who is articulate, creative, results driven individual
- Supportive team player that can build relationships with colleagues across several locations
- Ability to act in a professional manner at all times and is consistent with the vision and values of the EIC
- Excellent organisational and administrative skills
- Strong IT Skills – confident use of Microsoft Office packages
- Flexible approach to working hours to meet event and operational requirements
- Professional, well presented and personable, who can confidently engage with attendees at events

### Desirable

- A Degree level education
- Knowledge and/or interest in the energy sector
- Ideally previous corporate/industry event management or business development experience
- Experience managing events virtually
- Knowledge of CRM system
- Experience of membership organisation and/or trade association

Issued (date):	Signed by Line Manager:	Functional concurrence: (if appropriate)	Signed by Employee: