

**Energy Industries Council
Job Description**

Job Title:	Project & Event Manager, International Trade	Business Location:	London/ Aberdeen/ Remote
Job Grade:	Permanent	Benefits Grade:	Dependent on experience

Responsible to (Line):	Director, International Trade	Responsible to (Function):	International Trade
Responsible for (Line):	N/A	Function (if appropriate)	N/A

Purpose / Role

To take ownership of your events to include the promotion marketing and sales, ensuring the smooth delivery of each overseas event assigned. A typical year will consist of approximately 4 – 8 events falling into two categories: managed overseas exhibition groups and overseas trade delegations

Key aims and objectives

- Assist companies to explore and develop international business opportunities with support of the EIC and DIT initiatives
- Raise the profile of the EIC internationally to promote all EIC products and services and build relationships

Prime responsibilities and duties

Overseas Exhibitions (Event Promotion)

- Create and distribute a publicity pack, bulk mailers and marketing campaign.
- Pro-actively recruit exhibitors to the group through as many channels as possible including targeted mailings, ring-rounds, whilst onsite, at EIC meetings and forums, stakeholders, passing on to third parties to promote, follow up of leads etc.
- Organise a webinar to promote the event and help companies better understand the local market

Overseas Exhibitions (Event Management)

- To be the main point of contact for all queries relating to the exhibition, with the help of the overseas events Co-ordinator
- Create and regularly update a budget for each exhibition and manage registration and invoicing process of exhibiting companies together with the overseas events administrator. When necessary, assist the accounts team on expediting outstanding payments from exhibitors via email / telephone
- Adapt and manage virtual elements of each event
- Co-ordinate a competitive tender process for freight and travel partners in conjunction with the head of overseas events
- Liaise on a regular basis with the event organiser, local embassy staff, contractors and suppliers to ensure smooth running of the event
- Work on the onsite 'value added offer' to include 'Meet the Buyer', One2One sessions, Presentations and Receptions
- Produce an exhibitor manual, organise and chair exhibition briefing meetings / webinars.
- Liaise with local DIT (Department for International Trade) staff about a group reception, one-to-one meetings, presentations where appropriate and inform companies of additional networking events
- Send out a "final briefing pack" to the group and the EIC staff attending

Overseas Exhibitions (Onsite Responsibilities)

- Attend exhibition where possible to supervise build-up, ensuring that stands are built to spec and freight delivered in good time. Work as part of a close team with other EIC staff who may attend
- Be the focal point for all onsite requests from exhibitors, prior, during and at the close of the exhibition, managing all of the onsite value-added events to ensure they run smoothly. Oversee the running of the EIC information stand and group lounge where appropriate.

Overseas Exhibitions (Post Event Responsibilities)

- Write a post event report and collect feedback forms from exhibitors
- Thank you letters to suppliers and exhibitors
- Distribute DIT grants where applicable
- Finalise event budget

Overseas Trade Delegations (Programme & event management)

- Create and distribute a publicity pack, bulk mailers and marketing campaign
- Pro-actively recruit exhibitors to the group through as many channels as possible including targeted mailings, ring-rounds, whilst onsite, at EIC meetings and forums, passing on to third parties to promote, follow up of leads etc
- To be the main point of contact for all queries relating to the delegation
- Organise a webinar to promote the event and help companies better understand the local market
- Liaise with DIT Overseas posts, market desks, Sector analysts and other EIC offices where appropriate to confirm dates, costs and itinerary. Liaise with local embassy staff about group reception where appropriate
- Research region on EIC DataStream to identify a priority list of companies to visit
- Co-ordinate itinerary of meetings with EIC overseas regional manager (where applicable) / DIT third party
- Prepare delegation budget and when necessary, assist the accounts team on expediting outstanding payments from delegates via email / telephone. Manage registration and invoicing process of participating companies together with the administrator
- Produce a delegation brochure
- Send out final itinerary and briefing pack to the group

Overseas Trade Delegations (Event Promotion)

- As per Overseas Exhibitions (Event Promotion) see above

Overseas Trade Delegations (In Country Responsibilities)

- Attend delegation where possible to accompany delegates on group visits as Delegate Manager and representative of EIC
- Be the focal point for all onsite requests from delegates & manage the itinerary with the help of the EIC Regional manager where applicable
- Promote the EIC and its full range of benefits to members where possible

Overseas Trade Delegations (Post Event Responsibilities)

- Write delegation report
- Complete Event Manager feedback form Collect feedback forms from the delegates
- Thank you letters to delegates and suppliers
- Co-ordinate all business cards and presentations from the meetings and distribute to delegates
- Finalise event budget

Allied occasional duties

Key internal interfaces

- CEO
- Director, International Trade
- Project and Events Managers, International Trade
- Regional directors
- Regional Event Managers
- UK Events Team
- Membership team
- Marketing team
- Sector analysts

Key external interfaces

- EIC members and non-members attending our events, suppliers, DIT, British Embassy
- Exhibitions organisers, freight and travel partners

Core Skills and Experience

- Planning and organisation: responsible for a complex and demanding annual programme of events
- Teamwork: working as part of a team and taking a hands-on role
- Results Oriented: using initiative to ensure excellent results in this key front-line area
- Communications: recruiting members to events, ensuring effective messages to a range of interlocutors
- Experience: Previous International event management experience is essential
- Marketing, social media, and sales experience
- Ability to multitask and prioritise workload
- Available and willing to travel overseas

Issued (date):

Signed by Line Manager:

Functional concurrence:
(if appropriate)

Signed by Employee:

--	--	--	--