

## Energy Industries Council Job Description

<b>Job Title:</b>	Business Lead & Event Manager (Northern England & Wales)	<b>Business Location:</b>	Teesside
<b>Job Grade:</b>		<b>Benefits Grade:</b>	

<b>Responsible to (Line):</b>	Head of UK & National Events	<b>Responsible to (Function):</b>	UK & National Events, Membership Services
<b>Responsible for (Line):</b>		<b>Function: (If appropriate)</b>	

### Purpose / Role

To effectively and efficiently manage, promote and develop the EICs presence and its members at all levels in Northern England & Wales across the whole energy sector and deliver a programme of events aligned to the EIC's product lines that delivers tangible membership benefit.

### Key aims and objectives

- Identify, pursue and forge strong relationships with the international/independent oil, gas, power and renewables companies and EPC contractors in the region to secure their participation as speakers at all Regional EIC events and EIC Connect.
- Ensure that the regional hot desk & conference room is fully subscribed, and that the office runs efficiently and professionally.
- Work with the Business Lead (National Events) to ensure they deliver a full, properly researched, profitable programme of national events which will provide business and networking opportunities for the members with the key players and procurement teams in the region.
- Pass on project information from operators/developers and contractors in the region that is not in the public domain to the relevant London based Sector Analysts as appropriate.
- Assist the Sector Analysts with member enquiries relating to projects in the markets.
- Develop and maintain information and support services for EIC member companies in the region.
- Build long term relationships and maintain close and regular contact with trade and government organisations.
- Understand the needs of members and their business strategies and advise them on tangible membership benefits and market conditions as appropriate.
- Develop and promote the EIC's profile in line with the rest of the business.
- Manage regular committee meetings to coincide with scheduled business events.
- Work with the membership team on all aspects of recruitment, upgrading primary members managing resignations and identifying potential Associate Members.
- Provide input and relevant regional information for all the EIC's marketing platforms, including but not limited to the website, Energy Focus, Inside Energy, EIC Online, Newsbriefs, etc.
- Ensure full CRM utilisation to record all key relationships and membership activity from the region.

## Prime responsibilities and duties

### EIC Regional Profile

- Build long term relationships and maintain close and regular contact with influential specifiers and purchasers in the industry, based in the North of England & Wales. Scheduling regular appointments both face to face and over the telephone ensuring they are aware of our services, ensuring we are their platform of choice when engaging with the supply chain. Maintaining and sharing a record of engagement with these parties via the CRM
- Develop the EIC's profile and promote it across the North of England & Wales by attending key industry events, particularly where EIC has a strong presence (All-Energy, NDA, etc.)
- Work with the marketing department to alert them to key publications to identify opportunities for editorial to raise the profile of the EIC in the region.
- Maintain a close working relationship with other business leads, heads of departments, sector analysts, training and overseas event managers to achieve the wider EIC's objectives.
- Assist in identifying and recruiting new members and Associate members, reducing potential resignations and maximising regional participation in EIC Events.
- Liaise with local and national Government departments in the North of England & Wales and also other Trade Associations and bodies who provide services to companies within the energy sector to build strong relationships that lead to collaboration on mutually beneficial activities for EIC member companies.
- Researching, writing and producing – Board reports / Monthly News Briefs, Event Reports and Regional comment for the Monthly News and Energy Focus.

### Regional Events

- Budget responsibility and accountable for meeting the agreed annual events income.
- Identify and invite primary contacts from the procurement and/or engineering departments in the industry's leading companies to present opportunities for the supply chain at each event.
- Secure appropriate secondary speakers to address hot topics/ pressing issues, consulting with the Sector Analysis Teams, Regional Committee, UKTI and other key organisations to maximise content and interest to EIC members.
- Seek counsel from Heads of Power and Oil & Gas by auditing speaker presentations for content.
- Front each event, introducing the chair and/or speakers, scene setting, housekeeping, etc.
- Network with participants and key contacts to gain knowledge of interests & activities.
- Propose new and relevant events to organise as appropriate.

### Committee (quarterly to coincide with a business event)

- Regular contact with the Chairman to agree the flexible agenda items and brief on fronting the next coinciding business event.
- Actively moderate each meeting with the Chairman to encourage individual contributions, time keeping and agenda.
- Identify and recruit potential new committee members.
- Utilise all committee members both in the meetings and outside for their strengths, including assisting with potential speaker contacts, designing event agendas, identifying potential new members and keeping up with industry information and trends.
- Organise all aspects of each committee meeting.

### Regional Office

- Budget responsibility and accountable for meeting the annual office income.
- Liaison with the landlord to ensure that all conditions of the lease are met and undertake any contract renegotiations.
- Review the lease/space with alternative options regularly in line with marketing conditions, reporting

- updates and suggestions to the Chief Operating Officer and Head of UK & National Events.
- Ensure the facilities are fully subscribed, fit for purpose, manned during office hours, maintained to the highest standards (inc. communal areas) and reflect the requirements of the EIC and its member companies.

#### Allied occasional duties

- Share and utilise speakers, key contacts and member interests across other Regional, National and Overseas office events
- Participating in national events to promote regional activities and support event delivery
- Travel to Head office and National Events as required

#### Key interfaces

##### Internal

- Head of UK & National Events, Business Lead (National Events)
- Event Sales Executive, any other office based staff
- Head of Oil & Gas, Head of Power, Nuclear & Renewables
- Membership Manager, Northern Region
- CEO, Senior Management Team
- Accounts, IT and Marketing Departments (London)
- Overseas Events Manager, Head of Training
- Overseas Offices – Regional Managers

##### External

- Major Operators, contractors and developers
- Regional Committee Members, chairs and vice chairs, Event Advisory Group (EIC Connect)
- EIC members and Associate Members
- Non-member companies
- UK Trade & Investment and Other key government departments
- Trade associations and organisations in the energy sector

#### Core competencies

- Interest and awareness of the whole energy sector, the key players, project structure and where products and services fit within the cycle
- Understand and talk with interest about the local market place and the key players that work within it
- Team player – able to lead and support staff, keeping their momentum to prioritise workload up and down and across the rest of the team during peaks and troughs
- Account Management, the ability to talk to, and gain an understanding of the members / potential members' products and services and their market requirements with mature recognition for balancing the varied needs of different companies and individual objectives.
- Confident networker and opportunist– excellent communication skills both over the telephone and face to face that are facilitated by existing energy industry gravitas, contacts and knowledge
- Self-starter – articulate, creative, results driven individual with the ability to see the bigger picture for the benefit of EIC members and the wider EIC team
- Good humoured, enthusiastic, professional, presentable and personable with a desire to be exceptional
- Budgetary control – ensuring income and costs are balanced by the level of provision required
- Ability to conduct introductions at all events, present industry updates and conduct committee meetings confidently (deputising for the Chairperson when required)

- Multi-tasker with excellent attention to detail, strong organisational skills, good research ability, able to think ahead and plan for every eventuality
- Good understanding of regional business culture, a seasoned regional traveller who is able to manage their own desk when away from the office effectively and efficiently

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