JOB OUTLINE

Job title:	**Training Events Lead**
Job ref:	**HFL1604**
Hours:	37 hours per week
Salary band:	FTE £30,000 to £32,000 p.a depending on experience
Contract:	Permanent
Reports to:	Training Events Manager
Team:	Training & Events
Location:	Hybrid working consisting of remote working, flexibility required to work across event venues in Hertfordshire and neighbouring counties. This includes an opportunity to work up to 2 days per week in our Head Office in Stevenage, Hertfordshire if desired.

OUR COMPANY

HFL Education (Formerly Herts for Learning) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HFL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

JOB CONTEXT

This role forms part of the Training & Events Team which manages all training events and conferences from concept to completion, be it virtual or in-person. This includes both customer and internal corporate events.

PURPOSE OF THE JOB

As a Training Events Lead, you'll ensure the smooth running, effective management, success and profit of the event areas you are responsible for. Working closely with the Training Events Manager and our Subject Advisors you will use a mixture of excellent interpersonal skills, event management expertise and commercial awareness to deliver a suite of CPD training events.

The role will be responsible for developing event formats in collaboration with your Subject Advisors, arranging logistics of all events, including online sessions and co-ordinating the communications and marketing plans for your events areas. Collaborating with other members of the Training and Events team, you will make the most effective use of event technologies available to us, including but not exclusive too webinar platforms, learning management systems and booking tools.

MAIN AREAS OF RESPONSIBILITY

Execution of exceptional training events:

- Work with subject advisors to devise the best format for delivering their training content in an engaging and absorbing way for the consumer
- Align all training outputs with the wider HFL Education strategy and goals
- Use delegate feedback to consistently develop and improve our offering
- Track profit and loss for your key areas, keeping events to budget, and knowing when to recommend that marketing support is brought in in a timely manner to ensure profitability
- Manage event logistics including, but not exclusive to, venue sourcing and liaison, technical support for online events and delegate communications
- Horizon scan for potential issues. When issues arise, develop creative and practical solutions which enhance the delegate experience
- Utilise the Learning Management System to present content in an engaging and accessible way
- Be proficient in the use and management of online event platforms, especially Microsoft Teams Webinar and Town Hall and Zoom Webinars
- Provide outstanding customer support for delegate queries and issues, either face-to-face, on the telephone and by email

Ownership of Marketing Programme:

- Work with the marketing team and subject advisors to develop a marketing plan based on agreed objectives
- Ensure that marketing campaign is delivered to agreed timeline by the Marketing team
- Co-ordinate “self-serve” marketing and promotion outputs undertaken by the advisors
- Collaborate with other Events Leads to consider product adjacencies, feeding this information into wider marketing campaigns so that Training & Events are marketed with a pan-HFL view
- Work with Events Planning Manager and other members of the wider HFL Team to avoid communication congestion across multiple subjects
- Use data from previous years to ensure target marketing efforts and understand audience needs
- The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary

PERSON SPECIFICATION

Knowledge and experience:

- Working in an event and/or conference delivery environment (excluding venue based) (essential).
- Using a variety of digital delivery platforms beyond MS Teams and Zoom (essential).
- Management of conference budgeting and invoicing (desirable).
- End-to-end experience in planning and managing campaigns or events, from taking a brief through to programme creation and to concept delivery (desirable).
- Managing a range of multiple simultaneous events (essential).
- Using databases and inputting information accurately (essential).
- Capable of working independently and remotely with minimal supervision (essential).
- an interest or knowledge of the education sector (desirable).

Skills and abilities:

- Good communication skills, both verbally and in writing, with the ability to effectively convey information to audiences at all levels.
- An eye for detail and ability to demonstrate due diligence.
- Strong time management skills and able to prioritise workload in line with deadlines.
- The ability to build effective relationships internally and externally.
- Excellent customer service skills with the ability to collaborate effectively with cross functional teams.
- Proficient with Microsoft packages.

Personal Qualities and behaviours:

- A willingness to learn.
- Has a proactive and flexible approach
- Able to remain calm, organised and approachable during pinch points.
- Passionate for providing the very best customer service and customer experience.

This role requires flexibility to travel to events across Hertfordshire, therefore the ability to drive and access to your own vehicle is essential to the role.

EQUAL OPPORTUNITIES

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HFL is also equally committed to becoming an anti-racist organisation and we encourage you to view our Anti-racist position statement which gives clarity on our anti-racist stance.

DISCLOSURE AND BARRING SERVICE

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974.

HEALTH AND SAFETY

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

INTELLECTUAL PROPERTY RIGHTS

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.