



JOB DESCRIPTION

Job title:	Events and Membership Engagement Manager
Hours:	Full-time
Term:	Permanent
Location:	Hybrid working with two days a week in our Islington London office after probation
Reports to:	Head of Membership and Operations
Works closely with:	Head of Policy and Communications and Marketing and Digital Communications as well as committee members

Main purpose:

The Faculty of Pharmaceutical Medicine (FPM) is a charity and membership body for doctors who work on all aspects of medicines research and development. Our small team work closely with the Board of Trustees and our 1,500 members to deliver on our mission and our strategic objectives, to improve the health of patients around the world.

You will be joining an award-winning team where you will lead on delivering an ambitious agenda of events including our Annual Symposium, Education Day, Awards Ceremony and a range of other events. Working closely with the Head of Membership and Operations, you will also be responsible for developing and implementing a programme of member engagement activities to increase member participation and retention. This is an exciting role for the right person to work in a small but dynamic organisation where you will learn a lot and be able to make a difference.

The successful candidate will have a strong track record of delivering both in person and online events as well as experience of helping to increase the membership in a professional organisation or in a similar setting. This role will suit someone who enjoys creating and implementing new ideas, and working in collaboration with the members, stakeholders, and colleagues to deliver strategic aims.

Main tasks and responsibilities:

1. Events programme management

- Take responsibility for the operational delivery of FPM's events portfolio and be the first point of call for enquires from delegates
- Work with staff and chairs of committees to organise a calendar of meetings and events
- Ensure our events portfolio reflects our commitment to equality, diversity, inclusivity and accessibility
- Manage multiple events with competing deadlines and deliver to a high standard whilst working under pressure
- Build and grow excellent relationships with all key stakeholders, internal and external to ensure the smooth running of events

- Provide the correct documentation for post-event analysis and ensure that data collected is stored and processed in compliance with the General Data Protection Regulation and FPM data protection policy
- Assist the Marketing and Digital Communications Manager in the recruitment and management of event sponsors
- Work with the Marketing and Digital Communications Manager to develop promotional activities for events

2. Membership engagement

- Be the first point of call for enquires from members
- Support the Head of Membership and Operations to develop, deliver and evaluate the membership engagement strategy
- Work towards agreed membership growth targets and proactively identify and develop projects for member recruitment
- Plan and deliver exciting new content for the membership areas of the FPM website and FPM social media platforms
- Ensure that all FPM materials and activities, external and internal, are consistent with the FPM membership engagement strategy
- Support the Marketing and Digital Communications Manager in devising and implementing a membership journey tracking system
- Manage the provision of information about careers in pharmaceutical medicine, including planning an annual programme of careers events, managing a careers advice database and ensuring that careers materials are kept up-to-date, accurate and in line with FPM branding and style guide
- Sit on the Equality, Diversity and Inclusion (EDI) Forum and ensure that EDI objectives and policies are reflected in the membership engagement strategy

3. General

- Act as secretary to the Membership Committee including taking minutes
- Contributing to and supporting the work of the wider FPM staff team, undertaking such other duties as required
- Attending and participating in external meetings when required
- This role will require working outside the usual hours of working and at locations away from the FPM office
- This job description may be updated from time to time in agreement with the post holder

March 2022



PERSON SPECIFICATION

Position: Events and Membership Engagement Manager

Date: March 2022

REQUIREMENTS	Essential	Desirable	Application/ Interview
Education			
Can demonstrate successful completion of a course or programme of education to degree standard or equivalent	✓		Application
Has a project management qualification or demonstrable experience in delivering projects		✓	Application/ Interview
Experience			
Relevant experience in organising and delivering events	✓		Application/ Interview
Experience of working in cross-functional teams and with a range of stakeholders	✓		Application/ Interview
Experience of developing a proposition to engage a target audience	✓		Application/ Interview
Experience of working in a professional membership organisation		✓	Application/ Interview
Knowledge			
Understands how to organise and deliver events	✓		Application / Interview
Able to use project management tools to control scope, scheduling and costs of events		✓	Application / Interview
Is familiar with managing delegate information and ensuring that special requirements are met	✓		Application / Interview
Knows how to work with committees as appropriate and organise cross-committee activities		✓	Application
Can lead on the delivery of member recruitment, retention and engagement activities	✓		Application / Interview
Skills			
Able to work as part of a team with staff, committees, members and external organisations	✓		Application / Interview
Able to communicate confidently and effectively with colleagues, members, professional contacts and members of the public	✓		Application / Interview
Able to organise time and resources to effectively manage multiple workstream and multiple deadlines	✓		Interview
Excels at networking and building effective working relationships	✓		Interview
Has excellent communication skills including face to face, written and phone	✓		Interview

Will be able to manage the membership customer relationship management (CRM) system and ensure that it is kept up to date	✓		Application
Can analyse the data from the CRM to understand the needs of the membership	✓		Application / Interview
Proficient computer skills – experience with Word, Outlook, Excel, PowerPoint and videoconferencing platforms such as MS Teams and Zoom and has an aptitude to quickly learn to use unfamiliar IT systems	✓		Application
Attitude			
A self-starter who can work under pressure	✓		Interview
Is eager to learn about and understand the work of FPM	✓		Interview
Is willing to undertake routine administrative and practical duties	✓		Interview
Will champion ways to make FPM events more environmentally sustainable		✓	Interview
Identifies opportunities to make events more experiential and memorable	✓		Interview
Can demonstrate a willingness to champion equality, diversity and inclusion, and to uphold FPM's organisational values (Professional, Innovative, Caring, Collaborative, Credible, Learned)		✓	Interview