

# Job Description



**Junior Conference Producer**

**Salary £22000**

**Suitable for homeworking**

## **Reporting Line**

Reporting to Senior Conference Producer

Feb 2021

Optimus Education (OE) is a leading provider of professional development support and school improvement information for schools, academies and other educational institutions. Since 1997, we have been helping primary and secondary school leadership teams to manage staff development efficiently and effectively, stay compliant and drive whole school improvement. Our key digital subscription services include the Knowledge Centre and In-House Training complemented by a portfolio of awards, live conferences and professional development events. We run a series of exhibitions for students and teachers that focus on skills and careers guidance and we also run corporate events for clients. Optimus Education is a for-profit organisation owned by the Shaw Trust, the 12<sup>th</sup> largest charity in the UK. Shaw Trust focuses on improving the lives of young people in the UK and internationally. All profits from Optimus Education are channelled directly into the Shaw Trust.

This role sits within the Optimus Education Operations team. The team produce around 35 highly successful and reputable national conferences for school leaders and managers, both face to face and digital. Face to face conferences in recent years have been in a number of locations including London, Manchester, Birmingham, Bristol and Dubai. Our flagship events include Child Protection in Education, the MATs Summit and our international MENA Inclusion and Wellbeing.

The main responsibilities of this role include, but are not limited to, the following:

## **Research and Development**

- Input to conference topics and delivery format
- Thoroughly research agreed topics to produce agenda
- Ensure suitable development of agenda compared to the previous year and based on current market need
- Lead your section of all conference review meetings

**The success of any conference starts with research. Effective use of judgement to decide content is essential.**

## **Marketing**

- Work with marketing to advise on conference marketing collateral, including brochure
- Meet deadlines set by the marketing team to ensure timely delivery of the marketing campaign
- Write relevant copy for marketing emails and website

**Maintaining effective lead times is vital to growing conferences. Meeting deadlines, writing effective and benefit focused copy contribute to growing delegate numbers.**

### **Speakers & Experts**

- Invite and secure the participation of leading/suitable speakers, speakers must be of the highest calibre and willing to deliver both face to face and interactive virtual webinars
- Ensure programme has right balance of repeat speakers and new names
- Maintain regular contact with speakers leading up to and after the event
- Fully brief and vet the speakers on what is expected of them. When delivering digital conferences check tech capabilities and speaker agreement to rehearsal
- Support speakers in preparations to ensure successful delivery of a quality event

**Knowledgeable speakers, be they practitioners or other, who can offer real advice, benefits and guidance to delegates are key to a successful conference.**

### **Finance**

- Ensure budgets are maintained and met
- Negotiate competitive speaker fees that are within budget
- Flag to manager any unexpected costs or concerns of overspend
- Be conscious of costs at all times and strive for savings where possible

**Conference Producers take responsibility for delivering strong profits from their portfolio of conferences in order to meet the forecast and deliver growth for the team.**

### **Operations**

- Liaise with Operations Exec to ensure they are fully briefed on event requirements

### **Wider key business objectives**

- Seek input to research cycle and share market research across the business
- Facilitate conferences as a "shop front" and key lead generator for upsell to memberships and other OE products
- Work with other team members to embed all year-round touchpoints for our members

### **Miscellaneous**

You may be required, during busier periods, to undertake any of the following. This list is not exhaustive.

- Attendance and support and other events and conferences within the OE portfolio
- Taking control of and delivering others' events in exceptional circumstances
- Other tasks as deemed necessary for the successful delivery of the events

<b>Skills &amp; Core Competencies</b>
<ul style="list-style-type: none"><li>• Proven experience of being able to work under pressure and juggle several projects (E)</li><li>• Understanding of our customer group (D)</li><li>• High quality research skills and knowledge of the education system (D)</li><li>• Demonstrable experience of being well organised, with excellent planning skills (E)</li><li>• Excellent communication skills with good written and spoken English (E)</li><li>• Ability to work to agreed speaker budgets, negotiate fees and track invoices (E)</li><li>• Good administration and IT skills with demonstrable experience of using MS office software and digital platforms (D)</li><li>• Demonstrable experience in successfully providing excellent customer service (D)</li><li>• Writing web and email copy for marketing purposes (D)</li></ul>
<b>Person Specification</b>
<ul style="list-style-type: none"><li>• Good organisational skills, time management and attention to detail (E)</li><li>• Ability to build successful relationships with internal and external stakeholders (E)</li><li>• Be happy to travel and stay away with a team therefore willing to work outside of normal working hours during an event (E)</li><li>• Imaginative and creative, comfortable to share new ideas(D)</li><li>• Comfortable working remotely using a range of digital channels (E)</li></ul>