

Job Description:

Job Title	Senior Training, Events & Engagement Officer
Reports To	Membership Services Manager
Responsible For	Training and Events Officers
Directorate	Finance and Operations
Pay Grade	D
Full / Part Time	Full Time
Hours Per Week	35

Role Purpose

A four-nation role which will support the delivery of all BASW's Training and Events, both online and in person.

To agree and implement a programme of activity related to conferences, events, webinars, workshops and other online platforms

Reporting directly to the Membership Services Manager, the role will also support the Policy and Practice directorate and wider teams in the delivery of the professional practice and events strategy.

Confident in end-to-end event set up and delivery, the role will ensure streamlined processes, excellent engagement and positive feedback for events ensuring high member engagement and satisfaction

Confidence in CRM management and use

Core Responsibilities:

Training and events

1. To review and agree the rolling 12 month programme of events with the Membership Services Manager and the Head of Policy and Practice.
2. To coordinate the implementation and professional delivery of BASW events programme within budget across the UK and four nations, including key stakeholder conferences, exhibitions and events.
3. To support the Policy and Practice directorate in the delivery of annual training and event plan, ensuring the end to end booking and event delivery is seamless and positively engages delegates.
4. Confidently be able to work in MS Dynamics to ensure event set up and post event communications run efficiency in both the CRM and in the execution of events using online platforms including MS Teams.
5. To support the planning and delivery of in person events, such as the BASW Annual conference. Duties include all administration and liaison with venues, stakeholders,

suppliers, AV team, speakers and exhibitors coordinating resources, briefing of staff and carrying out other associated duties as required.

6. To work with stakeholders and people with lived experience enabling them to effectively engage in all meetings and events, supporting them to effectively access the content and make the most of the learning we create. Providing technical support on the day of webinar events to people experiencing access or technical problems
7. To support the development of content and materials to promote events. To be a content editor for content on the BASW website, working within BASW's brand and content editing guidelines to ensure engaging user journeys for visitors.

Administration

1. To provide administrative support to other departments by agreement as part of flexible approach and collaboration with the wider staff group and across departments.
2. To use a range of IT and software applications to a professional standard including MS Word, Excel, Teams, Outlook, PowerPoint and BASW's website and customer relations management system, with ability to learn additional office IT systems/functions quickly, as required.
3. To provide day-to-day administrative support to BASW (e.g. support for groups and networking events (including branches, BASW Charities)
4. To respond to general queries maintaining excellent customer care standards to support wider growth, recruitment and retention.
5. Carrying out duties in line with GDPR training and confidentiality requirements.
6. To develop and implement enhanced CRM abilities to ensure maximum use of the CR to enhance the member experience
7. To undertake additional duties as requested by your line manager that are commensurate with your grade, responsibilities and skills set.

Person Specification:

Qualifications / Education			
Educated to A 'level or degree level in relevant subject, or equivalent experience	✓		Application / Certificates
Further qualifications in a relevant discipline		✓	Application / Certificates
Qualifications in customer-service related discipline		✓	Application / Certificates
Experience			
Minimum 3 years experience in a similar role	✓		Application / Interview
Intermediate MS Excel and Word skills	✓		Assessment
Proficient in using bulk email software in CRM systems	✓		Application / Interview
Experience of working in an events environment	✓		Application

			/Interview

Skills / Knowledge / Abilities			
Excellent verbal communication skills and customer service skills	✓		Interview
Working understanding of GDPR and ensuring safeguarding of data in line with GDPR rules	✓		Interview
Skilled in using CRM systems, membership management systems and the importance of strong data hygiene	✓		Application /Interview
Ability to use CRM processes to manage membership data and engagement with members	✓		Application /Interview
Able to generate emails and administer folders within MS Outlook and the CRM	✓		Application /Interview
Able to consistently and accurately record outcomes and has an eye for detail	✓		Interview
Good problem-solving skills and able to see more than one way around obstacles	✓		Interview
Excellent verbal communication skills	✓		Interview
Customer service excellence techniques	✓		Interview
	✓		
Personal Qualities			
Flexible and team-oriented	✓		Interview
Up-beat, positive and enthusiastic	✓		Interview
Goal-oriented, has the perseverance and determination to succeed	✓		Interview
Able to work through long lists of repetitive tasks with enthusiasm and a high level of quality	✓		Interview
Willing to work flexibly and adjust work schedules to achieve improved results	✓		Interview
Ability to properly handle sensitive data	✓		Interview
Able to achieve agreed targets within deadlines	✓		Interview
Equal Opportunities			
Full commitment to promoting Equal Opportunities	✓		Interview
Health and Safety			
Full commitment to promoting the highest standards of Health & Safety performance	✓		Interview