



Role Profile

The Role			
Role Title:	Internal Events Manager	Reporting to (job):	Head of Internal Communications
Legacy job titles covered by this role profile:	Events Manager	Jobs that typically report into this role:	None
Function / Org Unit	Engagement & Income Generation / Marketing & Communication / Internal Communication	Job Number:(<i>to be assigned by Reward</i>)	ERBMC19
Base and travel	Hybrid - Home and office based Some UK travel – involving occasional overnight stays and weekend work	Band (<i>to be assigned by Reward</i>)	LC
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	To design and deliver internal events that are engaging and impactful for our people (staff, branches and volunteers). Decide on the best tools and resources for each event and advise stakeholders on the most effective approach for their desired outcome.

			<p>Ownership of internally led events, managing and supporting various stakeholders from event inception to completion.</p> <p>Income and expenditure budget responsibilities (in consultation with Head of Internal Communications)</p>
Working Environment	Home and office based (display screen equipment user)		
Role Purpose	<p>To deliver a strategic events calendar encompassing a range of internal events to support and engage RSPCA staff, branches and volunteers.</p> <p>To manage internal events from inception to delivery in both a virtual and physical world.</p> <p>To help create engaging, experiential event content working with internal and external partners to embody key RSPCA brand messages and design ways to engage, educate and inspire our people.</p> <p>To help create a consistent event presence to ensure that all internal RSPCA event activity is of a high quality and that impact is measurable.</p>		
Principal Accountabilities	<p>Take ownership of and further develop the internal events calendar, to support a range of initiatives for varying internal audiences, ensuring activity across the organisation is aligned and avoids duplication/clashes.</p> <p>Work closely with key stakeholders and senior leaders across RSPCA directorates to ensure good coverage of content and engagement from all areas of the charity.</p> <p>Develop strong relationships with our brand team to develop appropriate assets required for events in a timely manner.</p> <p>Internal communications team lead for internal events which currently comprise:</p> <ul style="list-style-type: none">Seasonal sessions - quarterly all staff virtual event - multiple speakers, Q&A, polling, presentationsIn Conversation with - part of awareness agenda, fireside chat style with senior leader and external speaker		

	<ul style="list-style-type: none"> • Big Question - internal panel event on a key theme with Q&A • Let's Talk - opportunity to share key messages, updates or briefings in a relaxed and informal environment, and a great way to gather feedback and allow colleagues to ask questions. • Quarterly briefings and ad hoc workshops/focus groups to support transformation and change programmes as needed • Bi-annual leadership event - in person event logistics and presentation support • Ask Us - question events for senior leaders following big announcements • Branches conference - annual virtual event with multiple speakers, panels and break-out groups • Impact Awards - management of our internal award celebration event including nomination process for 18 awards, currently virtual • Annual General Meeting - virtual event for RSPCA members, board and trustees. <p>This list is not exhaustive and our internal event offering is relatively new and evolving.</p> <p>Many of our events are being run virtually but we hope to be able to move some of them back to a physical offering in the near future. For this reason the post holder will need to be equally comfortable managing virtual and in-person events.</p> <p>Typical management for each event could include: diary management to source a date that works for speakers/facilitators, sourcing speakers and facilitators, collation of speaker presentations, attendee management (sign-up form, invitations and reminders, post event comms), recording session (and post video editing), engagement during event (polls, feedback, chat, etc).</p>
Key Interfaces	<p>Key to the success of this role will be building robust relationships with key stakeholders to ensure that each event has a clear purpose, messaging and content suits the intended audience and that the event has been branded/badged appropriately from within our internal suite of event offerings.</p> <p>Close working relationship with team members within Internal Communications to understand the requirements for events coming from various transformation programmes and other project areas.</p> <p>Develop a close working relationship with IT colleagues to ensure systems are used appropriately for virtual events and to build any new requirements.</p> <p>Close partnership working with colleagues in brand to ensure event collateral /assets is consistent and on brand.</p>

	Source, liaise with and brief: venue, host, caterers and production company keeping line manager up to date. To resolve any problems and negotiate costs and make the Head of Internal Communications aware of significant costs (e.g. venue cost) to approve.
The Person	
Personal Attributes and Key Competencies	<p>Strong organisational skills with an ability to multitask</p> <p>Methodical approach with strong problem solving skills</p> <p>Excellent written and verbal communication</p> <p>Experience of virtual event tools e.g. Zoom, Google Meet, interactive polling</p> <p>Ability to work effectively with colleagues across various geographical locations</p> <p>Ability to work on your own initiative</p> <p>Good project management skills</p> <p>Proficient in Excel, Word, PowerPoint and/or G-suite</p> <p>Good eye for design</p> <p>Ability to influence at a variety of levels e.g. inc Directors</p> <p>Flexible approach to managing workload/working hours.</p> <p>Works calmly under pressure.</p>
Essential Key Skills, Qualifications & Experience	<p>Educated to degree standard. To include GCSE (or equivalent) Pass C above in Maths</p> <p>Full valid driving licence.</p> <p>Recent and relevant experience of:</p> <ul style="list-style-type: none"> • Full virtual and hybrid event management • Event management and promotion across a diverse range of events • Relationship/partnership management • Negotiating costs with external suppliers • Proven successful track record of planning, and managing effective events • Knowledge of health & safety legislation relating to events • Knowledge of brand marketing • Knowledge of print and design • Managing budgets with experience of presenting monthly income and expenditure results. • Managing projects • Managing internal/stakeholder communications

	<ul style="list-style-type: none"> • Creative problem solving • Logistical and onsite management • System and process development
Desirable Key Skills Qualification & Experience	<p>Event Management qualification or significant experience</p> <p>CIM or other marketing/communications qualification</p> <p>Experience of working with celebrities</p> <p>Basic video editing to trim event recordings for post-event sharing</p>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p>

	<p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation		
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>		
Profile written by: Kate Bromley	Role: Head of Internal Communication	Date: July 2022
Approved by (operations):	Role:	Date:
Approved by (HR):	Role:	Date:
Date Job last evaluated: April 2022		