



## CIH Job Description

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| <b>Job title:</b>     | Events content manager                 |
| <b>Department:</b>    | Events                                 |
| <b>Reports to:</b>    | Head of events and commercial strategy |
| <b>Management of:</b> | 1 x events producer                    |
| <b>Location:</b>      | Flexible                               |
| <b>Grade:</b>         | P4                                     |
| <b>Date prepared:</b> | June 2022                              |

### **Job Purpose:**

The purpose of the role is to:

- Develop and deliver the CIH programme of events content, ensuring our events are sector leading, and meet the needs of our existing members, and deliver growth on new members
- Lead on in-depth industry research and developing networks to inform key issues, and develop this into cutting edge events programme

### **Key responsibilities:**

- Lead, support, and manage the event producer to ensure high quality programme content which meets the needs of the housing sector and ensure a first class and diverse speaker acquisition
- Research and deliver sector leading content that exceeds customer expectations
- Develop and launch new events that deliver membership growth potential and increase existing membership engagement
- Lead on sector engagement with key external stakeholders, corporate partners, sponsors and members to understand the most critical and current issues faced by the housing sector and translate these into an engaging and cohesive conference programme
- Identify high level industry speakers, and relevant out of sector speakers. Source, test, recruit and brief speakers to deliver a range of innovative conference formats
- Research, develop and write cutting edge relevant copy for event websites, event blogs, social media, and email marketing, working in conjunction with our marketing and communications team
- Continuously develop and deliver entry categories for awards event to ensure they meet the needs of the sector and highlight key sectoral issues
- Provide customer insight, feedback and analysis to ensure continuous improvement of event content



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### **Knowledge, skills and experience (e=essential, d= desirable)**

- Experience in producing cutting edge conference programmes (e)
- Experience in conducting market research and interviews with key stakeholders (e)
- Ability to drive organisational performance (e)
- Excellent copy writing skills (e)
- Ability to manage multiple projects, prioritise and work under pressure to meet deadlines (e)
- Excellent interpersonal and communication skills to build relationships and networks (e)
- Team management skills and the ability to manage a geographically dispersed team (e)
- Self motivation and drive and the ability to operate under pressure (e)
- Experience in developing new products (e)
- The ability to manage relationships with external stakeholders (e)
- An understanding of the housing sector (d)
- Marketing knowledge and experience (d)
- Knowledge of the role of professional bodies (d)
- Competency in CRM and web applications (d)

### **Other information:**

- The role includes managing team member dispersed across the UK and can be based in any CIH office
- Some travel including overnight stays will be required
- Applicants without housing qualifications may be required to undertake CIH's Level 2 in Housing
- All leaders within CIH are expected to live our values and develop our culture

**Signed:** Cath Nicholas

**Date:** June 2022

**Reviewed:**