

Job Description	
Job title: Content, Sponsorship & Event Manager	Reports to: Head of Events
Department: Events	Division: Events, Membership & CRM
<p>Role purpose:</p> <p>On behalf of our members, AFME engages in a constructive dialogue with regulators and legislators across Europe and advocates the industry’s views in the media, at conferences, events and through publications and other channels. We produce well-considered policy papers and research into market practices to ensure that, wherever possible, the debate over the future shape of financial regulation in Europe is informed by evidence and the understanding of the likely implications of any proposed changes.</p> <p>Part of our job is to help improve understanding of how the financial system works and the vital role that it plays in supporting society. Our busy Events team plays a key role in this, organising a programme of events that bring together our members, other parts of the industry, politicians, regulators and the media to discuss issues and to share views.</p> <p>AFME hosts an annual programme of approximately 35 events each year with a strong focus on high-quality content. Combined, these attract over 600 speakers and 6000 delegates and are held in major European cities such as Barcelona, Berlin, Brussels, London, Frankfurt, Madrid, Milan, Rome and Paris. The team also organises smaller seminars, dinners and workshops throughout the year. For many members, these events are the only time they come into direct contact with AFME so the quality of member experience, the value of the content and the planning and execution must be of the highest standard.</p> <p>As a Content, Sponsorship & Event Manager within the Events Department, your primary responsibilities will include planning, execution and management of events within the AFME annual programme including but not limited to; large scale conferences, seminars, meetings and senior executive level special events.</p> <p>This includes the end to end planning and execution of all aspects of event management ; the event brief and concept build, content and agenda generation in partnership with the business, management of speakers and delegates, senior internal stakeholder management, marketing and communication integration, strong vendor management skills, budget planning and reconciliation, and excellent onsite execution and management skills.</p>	

Key accountabilities	Key activities / Decision areas
Event management	<ul style="list-style-type: none"> • Ensure timely and professional delivery of events maximising member engagement and building a framework for annual success • Co-ordinate internal functions and resources to ensure projects are on schedule and within budget • Engage with the internal business divisions to facilitate effective support, management and messaging in the delivery of all events • Effective delegate management including generation of target attendee lists, creation of effective communication tools and management of delegate registrations, alongside the event administrator • Sponsor and exhibitor management; liaison between AFME, event exhibitors and venues • Management of sponsor packages and benefits including on-site management of exhibition space

	<ul style="list-style-type: none"> • Management and delivery of all event collateral including event guide, signage, branding, conference related materials (badges, tent cards, delegate lists) • Full event reconciliation including feedback and key learns from sponsors, delegates and AFME event hosts and participants • Ensure all events are fully compliant with health and safety requirement. • Both or either of the Content, Sponsorship, and Event Managers may be required to deputise for the Head of Events from time to time
Budget management	<ul style="list-style-type: none"> • Set and manage budgets for all events in consultation with the Head of Events • Initial preparation, on-going management of detailed budgets and income costs and production of final reconciled budget post event • Maximise income generation from all events and take responsibility for reaching agreed financial targets • Produce detailed reports and financial analysis on progress as required
Venue management	<ul style="list-style-type: none"> • Initial selection of the appropriate venue, negotiation of contracts, meeting room set-ups, food and beverage requirements, audio-visual needs, creation of floor plans and health & safety assessment • On-going management and liaison with venues and contractors regarding event requirements to ensure excellent service and a successful event
Conference research	<ul style="list-style-type: none"> • Research conference programme topics • Write full conference programmes in consultation with the business and advisory boards • Analyse historical conference information and monitor the market including competing events to identify opportunities for new events, where applicable • Work with sales on researching and identifying industry 'hot topics' to launch new events to market
Speaker & project management	<ul style="list-style-type: none"> • Identify and recommend potential speakers • Manage speaker invitation process and briefing of key individuals in the organisation, as needed • Liaise with internal stakeholders on keynote speaker approach • Work closely with the sales and marketing executive to use speaker opportunities to attract event sponsors, whilst balancing commercial considerations with the need to provide a service to AFME's members • Deliver a full line up of speakers within agreed deadlines • Fully brief all speakers in advance of each conference • Act as point of contact for speakers on-site • Follow up with speakers post-event, as required
Marketing/Sales and Communications	<ul style="list-style-type: none"> • Assist sales colleagues in identifying sales leads • Monitor event sales campaigns and revenue progress • Work with marketing executive to produce event marketing and communication strategies to support promotion and attendance at events in line with AFME brand values • Promote events to new members to build the event database and to develop and maintain event participant data • Work closely with internal teams to promote member engagement, maximise publicity as required and raise awareness and profile of AFME

Main contacts (external and internal)

Contact group	Frequency	Purpose
Events team	• On daily basis	• Coordination, Teamwork
Divisional Managing Director's within AFME	• Weekly basis	• To work on event planning and generation of current/future programme

Internal Departments (CRM, Membership, Media Relations, IT, Finance)	• As required	• To ensure effective integration and management of internal resources
Suppliers	• On regular basis	• Effective supplier management
AFME Members	• On regular basis	• Client Service

Person specification

Key competencies

Essential:

- Enthusiastic team player with a collaborative approach, who embraces cross-functional working
- Strong communicator with excellent influencing and networking skills
- Organised with strong attention to detail and consistency
- Ability to work to tight deadlines and under pressure
- Ability to think ahead and pre-empt business needs
- Ability to build internal and external relationships and deal credibly at a range of levels in an organisation

Desirable:

- Competence in European languages in addition to English
- Familiarity with content management and CRM systems

Knowledge skills and experience

Essential:

- Minimum of five years previous conference coordination and management experience
- Strong experience in management of budgets and timelines
- Excellent spoken and written English
- IT/systems skills (Microsoft Office, Adobe etc.)

Desirable:

- Broad knowledge of how wholesale financial markets operate
- Previous experience in a membership organisation

About us

The Association for Financial Markets in Europe (AFME) represents a broad array of European and global participants in the wholesale financial markets. Its members comprise pan-EU and global banks as well as key regional banks, brokers, law firms, investors and other financial market participants. We advocate stable, competitive, sustainable European financial markets that support economic growth and benefit society.

AFME is the European member of the Global Financial Markets Association (GFMA), a global alliance with the Securities Industry and Financial Markets Association (SIFMA) in the US, and the Asia Securities Industry and Financial Markets Association (ASIFMA) in Asia.

For more information please visit the AFME website, www.afme.eu or follow us on Twitter: [@AFME_EU](https://twitter.com/AFME_EU)