

# **CSE COUNCIL 7 DECEMBER 2022 – PAPER SEO2239(2)** **ROLE STATEMENTS – CIPFA SOUTH EAST SPONSOR & EVENTS LEAD AND EVENTS ADMINISTRATOR**

## **Introduction**

CIPFA South East is the largest of the CIPFA regions, with nearly 5,500 members and students. We have an active regional council, local hub groups and a student network that deliver a broad programme of regular events for our members and students.

We run free and low-cost events for members and students who live or work in the Southeast. Events are held across the region, both in central London and in local hubs including Essex, Cambridgeshire, Kent, Surrey, Thames Valley and Wessex.

In order to offer such a varied events programme, the region commissions paid support to lead on the delivery of events across the South East and build and oversee sponsorship relationships. The Sponsor and Events Lead provides leadership and executive support to deliver the diverse range of events and activities across the region; the Events Administrator provides administrative support.

These roles are separated for the purpose of this role description but can be undertaken in a number of different set ups. For example, an individual could fulfil both roles directly, or choose to be responsible for both (but outsource admin tasks), or the council could commission the roles separately. We see this role being a good fit for someone with a portfolio career (e.g. with a limited company set up) or a CIPFA Member who has recently retired and is very keen to stay engaged with Finance networks.

This is a paid role, however the nature of the role means a dedication to CIPFA and the South East region comes with the expectation of acting in a quasi-volunteer capacity to some extent.

## **Key events:**

- Annual spring conference and AGM (April)
- Annual dinner (November)
- Day conferences (4-5 per annum)
- Hub events
- Virtual CPD programme (6-8 per annum)
- Mentoring events (1-2 per annum)

## **Primary role**

<b>Sponsor &amp; Events Lead</b>	<b>Events Administrator</b>
To lead on the delivery of key events and regional sponsor relationship management, playing a pivotal role in the delivery of the regional development plan.  To obtain sponsorship for events, either as a financial contribution or in-kind such as use of facilities or speaker engagements.	To arrange and administer regional events.  To support the Sponsor & Events Lead.

## Main duties and responsibilities

	<b>Sponsor &amp; Events Lead</b>	<b>Events Administrator</b>
1	Build and maintain strong relationships with sponsors, speakers and a wide range of stakeholders via regular liaison to develop long term positive relationships, financial support, benefits in kind (such as use of facilities or speaker engagements).	Support the Sponsor & Events lead with coordinating sponsor/stakeholder meetings e.g. liaising regarding diaries.
2	Overall lead on the delivery and coordination of key events for CIPFA South East, ensuring their smooth delivery.	Research and book suitable venues and catering requirements for key events.
3	Plan the programme of events, including sourcing speakers via sponsor relationships, to ensure they are topical, relevant and available across the whole region. The programme will include in person and virtual events.  Ensure the South East region has a diverse event offer that continues to grow and evolve.	Liaise with venues regarding catering, room bookings, delegate numbers, attendees and speaker requirements, timings, technology requirements and any other points that speakers or delegates/attendees should be aware of.
4	Lead on promotion of South East regional events through all routes, including social media (working closely with the regional Communications Officer and Website Administrator)	Liaise with sponsors over logistics for marketing materials and banners, timing, and attendance.
5	Liaise with the regional hub leads to support the hub groups with their programmes, speakers and promotion.	Organise delegate registration, draft joining instructions and liaise with delegates/attendees regarding logistics.
6	Maintain contact with regional council members to agree an annual development plan, provide updates on progress and escalate issues.  To play a pivotal role in the delivery of the regional development plan.	Arrange table plans where necessary and liaise with relevant organisations.  Print table plans and menu information
7	Present sponsorship opportunities to potential and existing sponsors and ensure offers are followed up and delivered.	Support the promotion of regional events, liaising with the regional Communications Officer and Website Administrator as needed.

8	Develop an annual plan of events for approval by Council.	To support in providing attendance data for events and collating survey results or other feedback.
9	To regularly report attendance and impact of CSE Events, helping to ensure relevance and continual improvement of the events schedule.	To attend regional Council meetings if required.
10	To attend regional Council meetings.	

<b>Person specification – Sponsor &amp; Events Lead</b>	
1	Understanding of public sector finance and CIPFA qualified and student members CPD needs.
2	Relationship management – ability to network effectively and use well developed communication skills to influence, engage and maintain credibility with CIPFA, sponsors and members.
3	Motivated self-starter.
4	Organisational skills.
5	Negotiation skills.
6	Understanding of how to convert sponsorship offers into support for the events programme.
7	Commitment of time to liaise with CSE Council, sponsors, venues, speakers etc during standard office hours.