

Job Profile

Job Title:	Marketing and Events Officer (maternity cover)
Department:	Nations and Regions
Reports to:	Regional Director, RIBA Yorkshire
Competency level	B

Overview / Job Purpose

The delivery of a range of services to RIBA members, clients and the public in the Yorkshire Region.

In addition the postholder is also specifically responsible for the delivery of some regional projects including the regional White Rose Architecture Awards and the regional Student Awards.

The postholder will be responsible for the delivery of the Continuing Professional Development programme for Yorkshire in-conjunction with the CPD manager for North West, North East and Yorkshire region.

The postholder will work with the Regional Director to devise and implement a marketing and sponsorship strategy for the Yorkshire region which includes the management and production of a monthly e-newsletter for members in Yorkshire

The post holder will report to the Regional Director, Yorkshire and will also work closely with the Yorkshire Regional Council to co-ordinate activity.

Duties

The duties set out below outline the range of activities currently required. They are not a comprehensive list.

Main Duties to include:

Liaison

- To assist the Regional Director, RIBA Yorkshire to oversee and use to good effect an extensive contact database of key individuals and major organisations linked with the practice of architecture within the Yorkshire region.
- To assist the Regional Director, RIBA Yorkshire to liaise with the members' CPD Committee in Yorkshire in order to gather feedback and to further develop the region's CPD delivery.

Member Communications

- To manage the region's printed materials in line with RIBA branding guidelines and design and produce event based marketing materials.
- To assist the Regional Director with the production of the annual yearbook for the region.

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- To assist the Regional Director, RIBA Yorkshire with the development and improvement of all member communications in line with the Communications Plan.

Outreach

- To assist the Regional Director, RIBA Yorkshire and our PR agency with implementation of a media strategy relating to projects for which the postholder is responsible.
- To assist the Regional Director, RIBA Yorkshire with development of strong links with schools of architecture and CPD providers.

RIBA Regional Services

- To assist with the provision of a range of events to members and other key contacts in Yorkshire
- To be responsible for the delivery of the Regional Student Awards and Regional Students Design Day projects.
- To manage the White Rose Awards programme, to maximize income from this activity and to deliver an annual celebratory dinner.
- To assist the Regional Director, RIBA Yorkshire with the implementation of an income generation strategy designed to leverage funding from the public and private sector, in particular sponsorship and advertising.
- To handle enquiries from members and the public, to provide information and advice and where appropriate to promote local architects and regional services including contract sales.

CPD

- To oversee the provision and marketing of CPD events in Yorkshire.
- To liaise with the Northern Network's CPD Manager and other regional staff on the production and implementation of a core programme of events in Yorkshire.
- To deliver a number of extra CPD events in Yorkshire to compliment the core events programme, for the benefit of members and to deliver extra income.
- To actively explore sponsorship opportunities in order to increase the profitability of CPD in Yorkshire.
- To market and manage the Northern Network CPD Club in Yorkshire.
- To represent Yorkshire at regional and London based CPD meetings as requested.

Other Duties

- Support the RIBA in its efforts to reduce its carbon footprint and to effect significant changes in employee behaviours to conserve resources wherever possible.

Staff Responsibilities and Non-staff Resources

- None

A list of duties in a job profile is not intended to be all-inclusive and other duties within the department may be required. Job profiles do not form part of the contract of employment. Job profiles will be reviewed annually and when necessary revised in accordance with organisational needs. Any major changes will be discussed with the post holder.

Competency Profile – Level B

Communication Competency description	Specific experience - Essential	Specific experience - Desirable
<ul style="list-style-type: none"> ▪ Focuses on the key issues when communicating orally or in writing, passing on a clear message ▪ Listens without interrupting or prejudging, questioning to clarify and ensure understanding ▪ Shows awareness of own impact on others and adapts own behaviour style accordingly ▪ Communicates effectively in a variety of situations on familiar topics or issues 		
Teamwork and Leadership Competency description	Specific experience - Essential	Specific experience - Desirable
<ul style="list-style-type: none"> ▪ Builds positive working relationships with colleagues, contributing to team morale ▪ Sets own day to day goals in line with the team's objectives ▪ Helps others feel part of the team, providing appropriate support and treating everyone equally ▪ Works collaboratively with others, using initiative to help for the good of the team 		
Client & Stakeholder relationships Competency description	Specific experience - Essential	Specific experience - Desirable
<ul style="list-style-type: none"> ▪ Finds ways to deliver exceptional service ▪ Listens to client requests and shows understanding by trying to meet their expressed needs ▪ Builds on-going relationships based on professional rapport ▪ Keeps clients informed on progress, actions and decisions which impact them 		

Professional & Technical knowledge & skill Competency description	Specific experience - Essential	Specific experience - Desirable
<ul style="list-style-type: none"> ▪ Shows relevant job knowledge to complete work in own technical/professional area ▪ Shows understanding of relevant terminology and processes relating to own role ▪ Applies standard practice and procedure, following any regulatory requirements ▪ Shows others how to use relevant tools, equipment and technology as part of the role 	<ul style="list-style-type: none"> ▪ Events Management experience ▪ Experience of Desktop Publishing ▪ Educated to A-Level standard 	<ul style="list-style-type: none"> ▪ PR experience ▪ Knowledge of PowerPoint ▪ Knowledge of Quark ▪ An interest in architecture or design ▪ Experience of marketing techniques ▪ Experience of managing project budgets
Project management and planning Competency description	Specific experience - Essential	Specific experience - Desirable
<ul style="list-style-type: none"> ▪ Prioritises and plans own time in order to meet set deadlines and/or team deliverables ▪ Uses allocated resources efficiently and effectively ▪ Attends to quality standards and details, checking own work for compliance and accuracy ▪ Works out how best to adapt as priorities change 		
Analysis and Judgement Competency description	Specific experience - Essential	Specific experience - Desirable
<ul style="list-style-type: none"> ▪ Follows a logical and structured approach to resolve problems ▪ Judges when to involve or consult others ▪ Identifies and sifts information according to relevance/importance ▪ Uses standard tools and processes to analyse and report on data/problems ▪ Uses initiative to identify alternative solutions when problems occur in the course of own work 		
Other	Essential	Desirable
	<ul style="list-style-type: none"> ▪ Ability to do some out 	<ul style="list-style-type: none"> ▪ Use of a car and a

	of-hours-work and to travel around Yorkshire and possibly to other regions	driver's licence
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