



Section 1 - Description

Job Title: Educational Events Co-ordinator – 35 hours per week
Maternity Leave Cover – 9 months – February to October 2020

Location: Education, Training & Professional Development

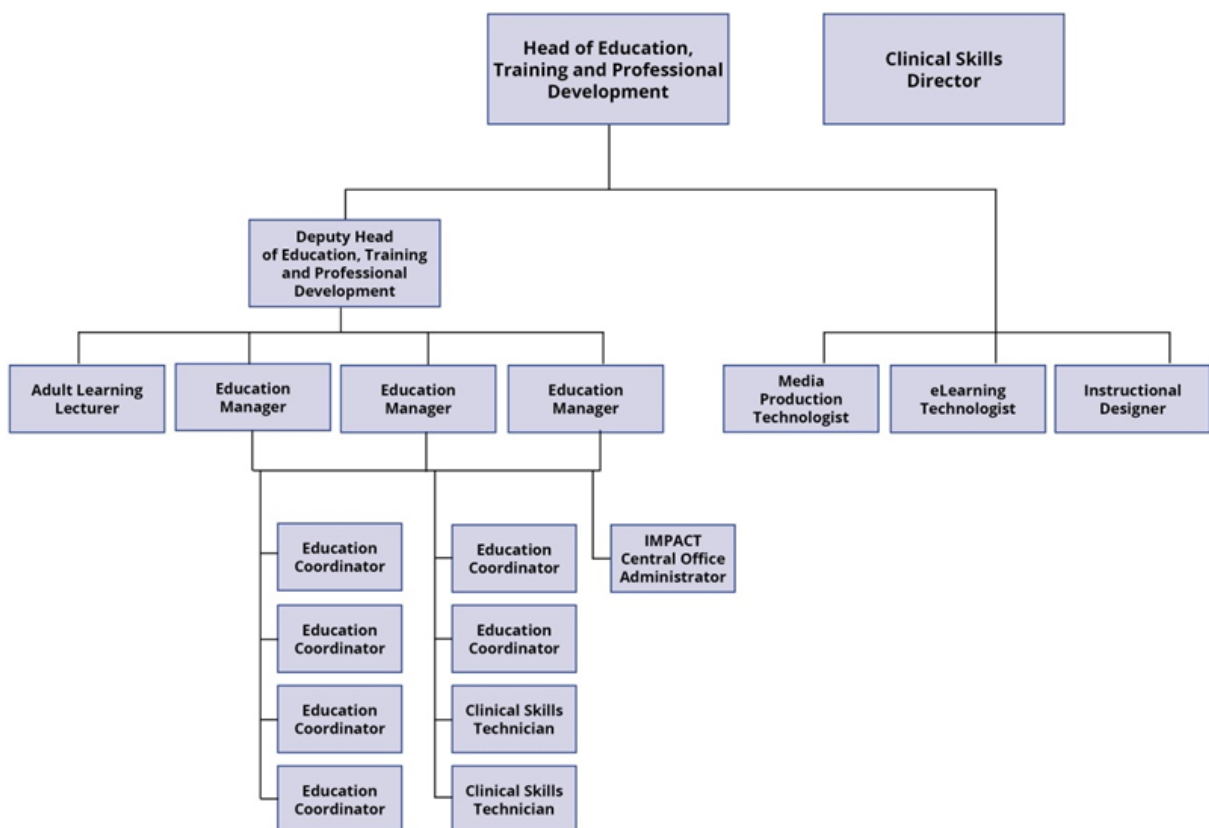
Reports to: Education Manager

Date: November 2019

Section 2 - Job Purpose

To facilitate the organisation of postgraduate medical education for physicians, surgeons, dentists, travel medicine practitioners and podiatrists by co-ordinating the planning of educational events and other educational, training and professional development (ET&PD) activities as required. The remit involves: supporting the planning and development of marketing; strong communication skills to liaise with faculty and course delegates; and further to this engaging with sponsors to ensure their support. Additional duties involve routine administration of CPD activity.

Section 3 - Organisation Chart



Section 4 – Dimensions

Education Events:

- The ET& PD Unit organises over 180 Education events (symposia, courses, training programmes and lectures) per year
- Each Educational Events Co-ordinator will work on up to 20+ events and activities during this period

Event Co-ordination and Planning:

- The Educational Events Co-ordinator will market each event by sourcing potential delegates and sending out electronic mailing, flyers and posters
- Each Educational Events Co-ordinator will process approximately 1500 delegate and faculty registrations annually

Section 5 - Main Responsibilities and Role

The main responsibility of the Educational Events Co-ordinator is to manage the development and organisation of all events on the annual education calendar, Faculty, delegates and pharmaceutical companies to support the events. In order to do this, the Educational Events Co-ordinator must:

- Collaborate with Event Directors to confirm the proposed programme for an event and identify potential members of Faculty to be contacted
- Approach and recruit members of Faculty, and an event 'host', to facilitate the event
- Work with education management, the event director and the marketing team to identify the target audience and source mailing lists, to recruit delegates to attend each event.
- Maintain and monitor budgets for individual events
- Compose and submit applications for Continuing Professional Development (CPD – for Physicians), Continuing Education and Training (CET – for Optometrists) or Continuing Professional Development Allowance (CPDA – for Dentists), for approval
- Identify and recruit pharmaceutical companies, as sources of sponsorship for the event
- Provide support to faculty by ensuring that their requirements (accommodation, AV etc) are provided to their satisfaction
- Liaise with other members of College staff to ensure that all in-house facilities, equipment, AV and catering requirements are met
- Complete post-event evaluation analysis for delegates and Faculty for each event and disseminate the information to relevant parties for feedback purposes
- Be aware and follow the planning time lines in which to progress events and activities
- Assist or potentially substitute for other team members if required
- Other duties as prescribed by the Manager, Deputy Head of Education and Head of Education to facilitate the activities of the Education, Training and Professional Development Unit and the College as a whole
- Support CPD administration including corresponding with the Glasgow CPD Director, London Central Office and maintenance of the CPD diary
- Part of the role may involve the administration of clinical skills courses based at the Clinical Anatomy Skills Centre at Glasgow University, and within the Macewen Clinical Skills Suite, based at the College in St Vincent Street, both of which involve cadaveric material.

Section 6 – Planning and Organising

Planning for an educational event is highly proactive, involving excellent planning and organisational skills.

- The Deputy Head of ET&PD will allocate the events to each Educational Events Co-ordinator up to 15 months in advance. The Educational Events Co-ordinator must plan and organise their events 9-15 months ahead of time
- The majority of the planning and organising responsibilities for an event will lie with the Educational Events Co-ordinator
- Once initial contact has been made with the Event Director, the Educational Events Co-ordinator must identify and complete all tasks and responsibilities required for the successful organisation of their events
- During the event organisation process, the Educational Events Co-ordinator must be able to anticipate issues and utilise their initiative and problem solving abilities to resolve short notice issues which could cause potential disruption to the usual planning and organisational process

Section 7 – Decision-Making

The Educational Events Co-ordinator must prioritise their own workload, and is responsible for making a large number of the decisions that are necessary for the organisation of an educational event.

- The Educational Events Co-ordinator must work proactively, making decisions essential to the planning process as appropriate
- Identify and engage appropriate pharmaceutical companies, as sources of sponsorship for the events
- Determine appropriate catering numbers and requirements prior to an event, and the necessary arrangements must be made with either an internal or external catering manager

Section 8 – Knowledge, Experience and Skill Set Required

Knowledge:

Essential:

- Educated to a degree level in Event Management, Marketing or Business discipline and/or have relevant experience
- A good knowledge of Microsoft Word and a working knowledge of spreadsheets, databases and PowerPoint is essential, as is a familiarity with modern office, IT systems and project management practices
- Use of online surveys and other online tools and media
- Involvement in delivery of events through webinars, video linking, e-learning and web streaming

Desirable:

- Knowledge of CPD activity
- Understanding of the Medical/Educational/Public sector or not-for-profit environment

Experience:

Demonstrable experience of organising large events and/or symposia including; all logistical arrangements as well as delegate/sponsor acquisition and budgetary control is essential.

In addition, experience of organising training courses and workshops.

Skill Set:

- Strong planning and organisational skills.
- Ability to work to strict timescales in order to meet deadlines.
- Attention to detail.
- Efficient flexibility.
- Proficiently proactive and reactive.
- Strong team-worker.
- Excellent communication skills.
- Good relationship negotiating skills.
- Customer focussed and strong ability to deal with individuals on all levels in a friendly, welcoming and helpful manner.

Section 9 – Job Context and Special Features

The main responsibility of the Educational Events Co-ordinator is to manage the administration and organisation of all events on the annual education calendar. The education and training function within the College is an expanding and developing one, requiring a considerable commitment to teamwork and a positive response to change.

In addition, the Educational Events Co-ordinator will also promote membership of the College and the benefits of joining the organisation.

When an event is running, the Educational Events Co-ordinator will be expected to work the hours required to be on site for the duration of the event. This will require early morning starts, working through lunch breaks and late evenings, although not all these unsociable hours necessarily relate to all events.