# Job description

**Job title**: Audience Events Officer

**Team**: Fundraising and Marketing

**Department:** Engagement

**Job location:** Andover or Home Based

**Reports to:** Head of Engagement, with occasional

reporting to Director of Fundraising and Marketing

## Overall purpose

Macular disease is the biggest cause of sight loss in the UK, with around 300 people diagnosed every day. The Macular Society is the only charity determined to beat the fear and isolation of macular disease with world class research, and the best advice and support.

To support people affected by macular disease now, the Macular Society provides a range of support, information and services. Our research programme is focused on finding new treatments and a cure to Beat Macular Disease forever.

## Organisational chart

This key role is responsible for the project management and promotion of our one-day annual conference, which disseminates expert information concerning the treatment of and living with macular disease, from inception through to the day itself.

Our annual conference is currently virtual, managed via an external platform, and we promote it to internal and external audiences. At present, it runs for one day every year in September. The conference’s objective is to educate, inform and engage people affected by macular disease – and to make them aware of how the Macular Society can help.

The role reports into the Head of Engagement.

Organisation chart shows the team headed up by the Head of Engagement. Three managers report to the Head of Engagement: the Fundraising Content Manager, the Editorial Content Manager and the Creative Manager. In addition, the Senior Events Officer and the Marketing Planning Executive also report to the Head of Engagement.

## Our values

We will beat macular disease by…

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* Knowing Our Stuff - we have Integrity and we act Honestly

### Showing We Care - we are Supportive and Caring

### Making It Happen - we are Ambitious

## About the role

* Manage the logistics for the annual conference, to include liaising with other teams around conference speakers and content together with liaising with the event’s digital platform provider
* Run the marketing and promotion for the annual conference – both on and offline – to new and existing audiences
* Manage the budget for the annual conference including the marketing and promotion budget
* Manage the email and registration journeys for the conference, to include welcome messaging and surveys of attendees
* Support the conference on the day
* Compile post-conference analysis and make recommendations for the following years’ conference – both in terms of the conference itself and how it is promoted
* Support with other audience engagement events as required – including our research conferences, podcasts and monthly webinars
* Across the latest trends in the sector, making recommendations where appropriate
* Keep up to date with best practice and comply with relevant legislation

All our team members are expected to comply with Macular Society terms and conditions, rules, policies, procedures, codes of conduct, quality standards, authorisation processes, risk management policies and relevant external regulations.

**About you**

1. You will be committed to equality, diversity and inclusion in all aspects of our work.

2. Have an open and collaborative approach to work, helping us to achieve our Knowing Our Stuff value by working with integrity, making informed decisions to be the best we can be to Beat Macular Disease.

3. Be able to act with empathy, providing a caring, approachable and supportive environment for all – we Show We Care by listening to each other and working together.

4. Be ambitious in your approach to help Make Things Happen, we are progressive yet supportive, and brave in our actions to make the progress that is needed to Beat Macular Disease.

5. Be happy to work in an organisation that puts those we support first, advocate for the Macular Society at all times, and be comfortable that all members of the team are part of our fundraising culture.

Specifically for this role you will have:

Experience of working in a similar function – project-managing events and the supporting promotion in ideally a fundraising or alternatively a commercial role.

Knowing Our Stuff

* Experience of event delivery and management of budgets
* An organised project, people and content co-ordinator with good influencing skills and a can-do, hands-on approach
* Confidence in using data and analytics to advise product and promotion planning

Making It Happen

* Up-to-date marketing skills and ability to manage diverse and demanding workloads
* Ability to work independently under own initiative and cooperatively as part of a hybrid-working team
* Ability to multitask and prioritise multiple projects and work streams
* Strong IT skills including Word, Excel, PowerPoint, Outlook

Showing We Care

* Demonstrable experience of delivering excellent supporter/customer care
* Excellent team working and collaborative working skills and the ability to develop effective partnerships
* Commitment to high standards in all areas of work

Eligibility to work in the UK:

Proof of identity and eligibility to work in the UK.

## Volunteering:

From time to time you may be asked to support / volunteer your time (TOIL available) at Macular Society events that take place outside of normal working hours.

## Safeguarding:

The Macular Society is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

You are required to carry out other such duties as may reasonably be required, relevant to the role.

This job description is accurate as at the date shown below. In consultation with you it is liable to variation by the Macular Society to reflect or anticipate changes in or to the role.

**Annual leave:** 26 days plus bank holidays (pro rata for part time)

**Based:** Andover or Hybrid

**Contract Type:** Part Time, 18 hours per week

**Date of evaluation:** March 2025