

## International Capital Market Association (ICMA) Associate, Events

### International Capital Market Association

ICMA promotes well-functioning cross-border capital markets, which are essential to fund sustainable economic growth. It is a not-for-profit membership association with offices in Zurich, London, Paris, Brussels and Hong Kong, serving more than 615 member firms in 65 jurisdictions. Among its members are private and official sector issuers, banks, broker-dealers, asset managers, pension funds, insurance companies, market infrastructure providers, central banks and law firms. It provides industry-driven standards and recommendations, prioritising four core fixed income market areas: primary, secondary, repo and collateral and sustainable finance. ICMA works with regulatory and governmental authorities, helping to ensure that financial regulation supports stable and efficient capital markets.

[www.icmagroup.org](http://www.icmagroup.org)

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### Overview

The post of Associate, Events - Corporate Communications for the International Capital Market Association (ICMA) reports to the Senior Director, Events - Corporate Communications, and is responsible for assisting in maximising the visibility and profile of ICMA to an international audience as well as to the ICMA membership and other relevant stakeholders, through its virtual and physical conferences and events programme and podcast series. The team deliver around 50 events per year, across a range of capital market themes, from smaller workshops to large international conferences with 1000+ participants, currently these are virtual.

The ICMA Events team comprises two Associate, Events and one Associate, Communications, directly reporting to the Senior Director, Events.

We are looking for someone who is passionate about corporate events, with experience in producing both virtual and in-person events. Experience in marketing, content creation written and visual and digital marketing is highly desirable. The right person will be self-motivated and willing to work flexibly and confidently across multiple projects simultaneously, to meet the growing demands of the business. The ability to work independently towards team goals, have strong written and verbal communication skills and be well organised are all essential.

### Skills required

#### Professional

- At least 5 years' experience of working in events, including delivering events on virtual platforms.
- Strong planning and organising skills with the ability to develop, plan and project manage multiple events simultaneously.
- Educated to 'A;' level standard or above. CIM, CAM or equivalent communications qualification (or working towards) would be an advantage.
- Excellent working knowledge of Microsoft Office and Adobe Acrobat writer and reader.
- Experience of writing and managing content is an advantage.
- Excellent communication skills both verbal and written.
- Experience of creating and manipulating images within packages such as Canva and Photoshop.
- Experience of working within or a good level of knowledge of the financial sector is an advantage.

- Familiar with creating and posting content for social media (Twitter and LinkedIn) and analytics.
- The willingness and ability to travel internationally, when required.

### **Personal**

- Enjoying working under pressure with tight deadlines.
- Enjoying thinking on your feet and making decisions.
- Confidence to make suggestions for change or improvement.
- Enjoying working in a diverse organisation and being sensitive to this when required.
- Flexibility to work within a small busy team, assisting in areas not directly related to events.
- Organised with excellent attention to detail.
- The ability to handle unforeseen tasks calmly.
- The ability to cope with conflicting demands.
- The ability to deal with and prioritise a large workload.

The role of the Associate, Events is to assist the Senior Director, Events in creating, producing and delivering a comprehensive programme of first-class high visibility events. The Associate, Events is expected to 'own' and be responsible for delivering assigned projects through:

- Identifying opportunities for ICMA events and podcasts.
- Being involved from initial conceptual planning to post event evaluation.
- Maintaining new and existing filing systems.
- Managing the entire life cycle of an event from pre-event registrations/communications with participants, liaison with speakers, sponsors, event partners and venues to website updates and post production (including editing of video and audio files, compiling delegate feedback and reporting).
- Assisting in the marketing and promotion of events via the ICMA website, email campaigns and social media channels.
- Becoming familiar with software/platforms used to run virtual events.
- Managing on-site event production at in-person events.
- Producing and managing content for the ICMA Media Library, including the ICMA podcast series.
- Assisting in briefing design agencies, as required.
- Building and maintaining relationships with internal and external stakeholders.
- Organising timely delivery and return of materials to events venues.
- Maintaining relationships with external sponsors, event partners, service providers and suppliers.
- Keeping up to date records of events costs and highlighting discrepancies, if they occur.
- Be a 'go-to' person for ALL team members, providing support as required.
- Reading financial market publications/accessing ICMA courses to maintain working knowledge.

### **Other non-event-specific tasks**

- From time to time and during low levels of event activity, perform any other duties as reasonably required\* by the Senior Director, Events, the Head of Communications, Membership & Education and the Head of Press & Communications, if necessary outside office hours and, very occasionally, at weekends.

\*This may take the form of assisting with updating web information, web templates, helping with the database, attending meetings to represent absent members of the team, assisting in advertising campaigns, assisting in sending external communications, setting up templates. This list is not exhaustive and it should be noted that training and briefing on these will be provided by the relevant person responsible within the Corporate Communications team.

