



Terms of Reference

Vacancy in ICMA's Events / Corporate Communications Department

ICMA is looking for a permanent full-time person for the Events team which is part of the Corporate Communications and Membership department.

The association organises around 70 to 100 events per year across the globe, and the role of the Associate, Events is to assist the Director of Events in creating, producing and delivering a comprehensive programme of first-class high visibility events. The Associate is expected to 'own' and be responsible for delivering assigned projects from any of the areas as listed above through:

- Identifying opportunities for ICMA events,
- Being involved from initial conceptual planning to post event execution evaluation
- Sourcing venue and catering options, audio visual requirements - should provide knowledgeable venue ideas with recommendations for ideal setting within budget
- Handling all event logistics
- Managing on-site event production
- Drafting copy and assisting in the marketing and promotion of events to appropriate audiences by e-mail, web and via social media with referral to the Director, Head of Events
- Assisting the Director, Events in briefing various design and event agencies, as required
- Managing all registration and communication to participants and event partners
- Keeping event stakeholders informed of progress
- Providing strong administrative services for events – making sure all documentation for an event is correct and in place
- Setting up new, and maintaining existing filing systems
- Monitoring and maintaining stocks of ICMA collateral
- Organising delivery and return of stand and collateral to event venues
- Liaising with event organisers
- Publishing and updating event information as required on the ICMA website
- Maintaining relationships with internal departments and relevant regional contacts as well as external service providers/suppliers
- Maintaining spreadsheets for event budgets keeping up to date records of costs, and highlighting discrepancies if they occur
- Being a 'go-to' person for ALL team members, providing support as required and proactively keeping up to date with the Association's activities, communication, operational changes and key relevant personnel – both centrally and regionally

The post holder will work on the delivery and communication of a comprehensive events schedule explaining market developments and the work of the Association to a wide international audience as well as to the ICMA membership and other relevant stakeholders.

Responsibilities for particular projects will be clearly defined within the Events team but there will frequently be a need for an adaptable and flexible approach, with each member assisting the other as and when required. Additionally, there will be occasions when the post holder will be required to assist other members of the Corporate Communications team on projects not directly relating to events. The Corporate Communications team works closely on projects with a number of departments within ICMA, including the office of the Chief Executive, the secretariat based in Zurich, and the Market Practice and Regulatory Policy Department based in London.

The post-holder is employed by ICMA's UK subsidiary, ICMA Limited, but is responsible for promoting ICMA and its products and services as a whole. References to "ICMA" in this document should therefore be construed as covering both.

I. Key Skills

The Associate for the Events role should ideally have the following key skills:

Professional

- 5 years' experience of working in events.
- Strong planning and organising skills with the ability to develop, plan and project manage multiple event production.
- Educated to 'A' level standard or above. CIM, CAM or equivalent communication qualified (or working towards) would be an advantage.
- Excellent and full working knowledge of Microsoft Office and Adobe Acrobat writer and reader. It is essential that proficiency in Excel and PowerPoint is well above average.
- Experience of writing and managing content for a company internet site, useful but not essential.
- Well-developed communication skills both verbal and written.
- Excellent presentation and interpersonal skills.
- Experience of creating and manipulating images within packages ideally using Paint Shop pro.
- Experience of working within or having a good knowledge of the financial sector would be considered an advantage.
- Experience of working with various social media platforms including Twitter and LinkedIn.
- The willingness and ability to travel regularly.
- Ability to work effectively on numerous events simultaneously.
- The ability to tackle unforeseen tasks, and changing priorities calmly.

Personal

- Able to work under pressure with tight deadlines.
- Able to take responsibility for projects and make decisions, with little supervisions.
- Wanting to make things happen and using your initiative to put forward creative ideas and solutions as opposed to just being told to do so.

- Enjoying working in a multi-cultural organisation and being sensitive to this when required.
- Wanting to improve events and event communication by putting your own stamp on things.
- Flexibility to work within a small busy team.
- Ability to communicate clearly on a verbal basis both internally and externally and at all levels.
- Good organisational capabilities with exceptional attention to detail.
- Being able to cope with conflicting demands from lots of different areas.
- An outgoing and confident personality.

II. Deliverables

- All aspects of event administration carried out to a high standard.
- Excellent logistic management and clear and concise communication of logistics to relevant parties.
- Accurate, up to date and current events information published on the ICMA website at all times.
- Aid in delivering clear and effective marketing communications in the promotion of ICMA events.
- First-class ICMA organised conferences, seminars and meetings within designated budget
- Satisfied internal customers and external stakeholders.
- Deals negotiated with suppliers to obtain best possible value for money on quotes for the Association.
- Good working knowledge of the financial services sector with an emphasis on ICMA's key regulatory initiatives and current financial regulation emanating from Europe impacting on member firms.
- Support of other team members as and when required.
- From time to time and during low levels of event activity, perform any other duties as reasonably required* by the Director, Events, the Head and the Deputy Head of Corporate Communications if necessary outside office hours.

*The above 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.

III. Reporting

The Associate will report to the Director, Events who has line management responsibilities for two Associates in the department.

The Director reports to the Managing Director, Head of Corporate Communication and Membership.

IV. About ICMA

The International Capital Market Association (ICMA) is the organisation representing the financial institutions active in the international capital market worldwide. ICMA's members are located in over

50 countries across the globe, including all the world's main financial centres, and currently number more than 540 firms.

ICMA promotes the development and efficient functioning of the global capital markets through:

- Development and maintenance of high standards of market practice
- Fostering appropriate levels of regulation
- Provision of trade support and data systems and services
- Educating market participants and others through training and research
- Facilitating communication and establishing information forums

Further information can be found on the ICMA website www.icmagroup.org

The Corporate Communications/Membership/Education Department

This department consists of:

In London:

Managing Director, Head, Membership and Communications
Senior Director, Deputy Head, Communications, Press Liaison
Director, Business Development, Membership
Director, Head of Events
Director, Website and Technology
Two Associates, Events
Associate, Relationship Manager, Membership
Director, Head of Business Development, ICMA Executive Education
Associate, Business Development, ICMA Executive Education
Administrative Assistant, Corporate Communications

In Zurich:

Director, Membership
Associate, Membership
Associate, Administration

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