



AFB DIRECTOR OF PRACTICE, TRAINING AND EVENTS JOB DESCRIPTION

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DIRECTOR PRACTICE, TRAINING AND EVENTS

REPORTS TO: CHIEF EXECUTIVE

JOB PURPOSE

To lead and deliver a comprehensive programme of Events and Training courses for AFB members by

- being accountable for delivering the revenue budget each year for all AFB events and training programmes
- engaging with AFB members to plan suitable topics for Events and Training
- liaising and managing AFB partners to provide relevant and value-add content for the Events and Training programme
- leading the successful delivery of the annual CEO Programme
- leading the successful delivery of the Annual Banquet and Mansion House Lunch
- leading the practice, training and events team

DUTIES AND RESPONSIBILITIES

- Devise and implement a coordinated programme of events that delivers value for the AFB Membership
- Lead and attend meetings with AFB members to agree content for upcoming events
- Lead and oversee all partnership relationships relevant to the organisation of the AFB's programme of events and Training
- Work with the senior team to innovate fresh ideas, develop new products for the member value proposition.
- Develop, write and produce marketing material for advertising training courses and events
- Host / represent the AFB at Events and Training
- Ensure monitoring and evaluation is embedded within the events team by organising and collating surveys for events and analyse feedback to inform future activity.
- Plan flagship events such as Mansion House Lunch, Annual Banquet and CEO Programme (including sourcing and managing speakers, venues, suppliers, legal obligations, staffing and budgets)
- Ensure that all internal records are maintained and provide accurate and timely reports, summaries and data updates for management reporting purposes.
- Manage and lead the AFB Events team – Senior Associate and Associate, providing clear direction and formal annual objectives and reviews.
- Support all colleagues as and when needed on larger cross-organisational projects.
- Act as a source of best practice, advice to all colleagues on areas of expertise as and when needed.

- Support colleagues with any recruitment, organisational development as needed.
- Be an active member of the senior management team with shared responsibility to help drive the AFB's success and sustainability.

EXPERIENCE AND SKILLS

- Ten years' experience of working within a bank with a good knowledge of a banks internal departments and how they interact with each other
- Excellent understanding of City institutions and their interconnectedness
- Established, strong links with key City players that have relevance for the AFB and its members
- A degree and post-graduate qualification / professional accreditation relevant to the banking sector would be desirable
- Ability to assimilate technical information quickly, work to tight deadlines and multi-task
- Knowledge of commercial contracts
- Motivated self-starter, able to work independently and lead a small team
- Confident and professional communication and relationship skills at a senior level
- A "can do" attitude and ability to work as part of a flexible team
- Some experience of planning, organising and on the day management of events, including all logistical aspects and meeting deadlines would be desirable but not essential
- Understand the importance of delivering events for a membership community
- Demonstrable experience of client relationship management and client-facing roles
- IT literate (MS Office and ideally experience of using a CRM)
- Excellent organisational skills with the ability to work to strict deadlines

ATTRIBUTES

- Although part of a small and collaborative team, will need to be able to work independently
- Confident in dealing with various stakeholders
- Conscientious with an attention to detail
- Willingness to work flexibly, sometimes outside normal working hours.

AFB VALUES

COLLABORATION (people who work positively & constructively with one another & with our stakeholders, driving innovation)

INTEGRITY (team members who are honest, transparent & authentic; respectful & resilient – & who actively embrace diversity)

EXCELLENCE (people who are informed and ambitious; striving for quality, simplicity & sustainability)

