



BOOKSELLERS ASSOCIATION (www.booksellers.org.uk)

Conference and Events Manager, The Booksellers Association

The Booksellers Association Group

The Booksellers Association of the United Kingdom & Ireland Limited is a trade association, founded in 1895 and provides services to its UK and Irish bookseller members and to others in the book trade.

The Booksellers Association wholly owns two subsidiary companies – Book Tokens Limited, and Batch Limited. The Association and its companies occupy freehold premises in London WC2. Currently, 31 staff are employed by the BA and its companies.

The Booksellers Association provides a wide range of services to help its members sell more books more profitably.

BA Events

The BA is responsible for delivering a full and varied event programme for BA Members and others in the book trade. There are four key Conferences including The Academic Book Trade Conference, The Irish Book Trade Conference, The Scottish Book Trade Conferences and the BA Annual Trade Conference. In addition to the conferences we host a number of regional evening events, two parliamentary receptions, a seminar programme at The London Book Fair and the Books are my Bag Readers Awards ceremony.

This Conference and Events Manager role is within the Membership and Marketing Departments of the BA.

Reporting to

The Director of Strategy and Communications

Salary/Contract

Fixed term 12 month contract - £competitive p.a.

Responsibilities

Conferences

- Overall responsibility for the organisation and delivery of Book trade Conferences and events for members and publishers.
- Working with the Director of Strategy & Communications to generate programme topics for business and social programmes for a number of conferences including the main annual conference in September, the Irish Book trade Conference, Scottish Book Trade Conference and Academic Book Trade Conference.
- Securing, and liaising with sponsors, briefing speakers and chairs
- Devising marketing plans (including use of social media) with the Digital Marketing Manager and Marketing Manager.
- Writing programme copy for Conferences and events and producing delegate joining instructions and other related materials
- Working with the BA designer and marketing colleagues to produce attractive, consistent and eye catching event collateral
- Managing the content of the event website
- Managing event income and expenditure, negotiating rates with suppliers and hotels and other venues
- Sourcing, and liaising with, venues, caterers and suppliers
- Managing the delegate registration and booking processes supported by The Events, Membership and Special Projects Assistant.
- Taking overall control of all aspects during the events – preparing detailed schedules, troubleshooting problems as they arise, rehearsing speakers and briefing and managing the conference team and venue throughout the event

Regional Event Programme

- Managing the delivery of a regional event programme to include approximately eight BA Socials a year; evening networking events in bookshops around the country sponsored by publishing partners.
- Working with the Irish Branch Committee to deliver an annual Conference in Ireland, and with Publishing Scotland to deliver an annual conference in Scotland.

The London Book Fair

- Working closely with The Director of C&S, The London Book Fair and other key partners to deliver a bookseller programme and presence for members throughout The London Book Fair – a key partner of the Booksellers Association – including a company exhibition stand, a hosted bookseller programme, a seminar programme and a bookseller party.

Parliamentary Events

- Working with the Publishers Association and World Book Day to deliver parliamentary events including the Parliamentary Book Awards and other receptions to promote bookselling to MPs and Parliamentarians

Costa Book Awards

- Working with the Director of Strategy and Communications to manage the Association's administration of the Costa Book Awards.

Support Staff

- Joint management, with the BA's Database Manager, of the Events, Membership and Special Projects Assistant who will provide administrative support across all events and the Costa Book Awards.

Requirements and Skills

- At least two years' experience in Event or Conference Management
 - Excellent Communication skills
 - Good people management skills: ability to motivate and organise staff during events
 - Good time-management skills
 - Ability to work effectively to tight deadlines and remain calm under pressure
 - Microsoft Office Proficient
 - Knowledge of Book Trade helpful but not essential
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- **Please send CVs to Naomi.gane@booksellers.org.uk by 18th March**