



Events and Brand Support Officer

JOB DETAILS	
Job Title:	Events and Brand Support Officer
Reports to (title):	Head of Knowledge Translation
Date:	April 2021 (date to be confirmed)
	Salary: Competitive
	Location: Flexible
	Position: Maternity cover/a 12-month secondment

PURPOSE OF THE JOB
<p>Cochrane's work is recognized as the international gold-standard for high quality, trusted information. We want to be the leading advocate evidence-informed health care across the world.</p> <p>Knowledge Translation (KT) is essential in achieving Cochrane's vision and maximizes the benefit of the work of our global contributors. The Cochrane Knowledge Translation Strategy (KT Strategy) elaborates on <i>Strategy 2020's</i> fundamental commitment to the dissemination, use and impact of Cochrane evidence.</p> <p>This role will lead on supporting, developing and implementing Cochrane's annual marketing and events calendar, to help co-ordinate the Governance Meetings in March 2022 and Cochrane's Toronto Colloquium hosted by Cochrane Canada, 11 - 14 September 2022, along with supporting brand and event activities of Cochrane's Groups.</p> <p>The role also supports the work of our Knowledge Translation Department including marketing, brand communications and graphic design on behalf of the Central Executive Team (CET) and support to the Events Working Group.</p>

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS
<p>Events support:</p> <ul style="list-style-type: none">• Coordinating the 12-month plan of Cochrane events during 2021 and 2022• Producing content for Cochrane's online virtual event platform to create a high quality, programme for Cochrane's Community and external audiences in 2021 and 2022

- Communicating with stakeholders and sponsors as well as Cochrane Groups on Cochrane's organizational events in 2021 and 2022
- Coordinating the work of Cochrane's Events Working Group
- Liaising with our internal Cochrane Groups and our communications teams to assist with the production of promotional, brand and marketing resource for our online and in-person events planned for 2021 and 2022.
- Ensuring smooth day-to-day running of the online events registration process as well as online applications and content
- Managing the relationship with Cochrane's IT Services-Web Team, the host and Professional Conference Organizers (PCO) to ensure a smooth production of all event technology
- Coordinating Cochrane events branding in accordance with our Brand Guidelines
- Managing and coordinating Cochrane's online Merchandise store.
- Designing and organizing exhibition material to highlight and promote Cochrane's key organizational messaging
- Writing and producing copy and marketing material to package for internal and external stakeholders
- Working with and managing relationships between the host organizer, CET, PCO, partners and other key stakeholders
- Supporting the KT Department with the Cochrane stipends process and working alongside the relevant committees
- Ensuring relevant, Cochrane Group and Central Executive staff are registered for organizational events

Brand Communications:

- Producing all Cochrane logos and encouraging the use of all logos in accordance with the Brand Guidelines
- Updating the Cochrane Brand Guidelines, where required
- Designing, updating and disseminating all Cochrane branded templates and usage documents - online and print
- Coordinating brand projects in line with Knowledge Translation implementation activities

PERSON SPECIFICATION

Essential:

- A degree or equivalent experience working within events support and co-ordination; project management experience would be highly advantageous, and/or in a similar role
- Ability to manage multiple projects and work assignments
- Ability to work alongside varied teams in different cultural and linguistic settings
- Exceptional IT skills, including: styles and formatting in Word, PowerPoint and Excel with the ability to understand Drupal web editing and registration systems
- Exceptional Adobe Creative Suite (especially Illustrator, InDesign and Acrobat) skills
- Impressive interpersonal skills both in person and by teleconference/Skype
- Strong written and verbal communication skills
- Willingness to work flexibly including outside normal working hours and some travel may be required.
- Proven experience of budget planning
- Commitment to Cochrane's mission and values

Desirable

- Experience of healthcare charity sector

- Experience of using virtual event platforms
- Other events and marketing support experience such as branding, delivering promotional activities, ordering print
- Knowledge of Cochrane
- Experience with editing Drupal websites (not coding)

KEY INTERFACES

Internal: All Groups within Cochrane, particularly the Central Executive Team, Cochrane Review Groups, Centres, Methods and Fields

External: Suppliers, PCO, sponsors, partners, exhibitors, event attendees

DIMENSIONS

Budgetary responsibility: N/A

Number of direct and indirect reports: N/A