

**Design Business Association**  
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# Programmes Coordinator

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# Programmes Coordinator

## The Design Business Association (DBA)

Founded in 1986, the Design Business Association is the trade association for all those working in the field of design, supporting them and championing the transformative power of design. Our membership consists of 500 design consultancies and design-driven businesses, including many of the brightest and most respected names. We work to build universal confidence in design investment and promote the power of effective design. The bridge between design and business, the DBA is committed to promoting the use of design at a strategic level to solve business and societal problems.

A key part of the DBA's role is to represent the design industry in the wider world - in particular, in its dealings with government and the media. Whatever the issue, it's our job to ensure that our members' collective voice is heard. For more information please visit:

[www.dba.org.uk](http://www.dba.org.uk)

Currently, the DBA represents 9% of the market and we have a loyal and engaged membership – our oldest members have been with us for 30 years and the average length of membership is 6 years. Our main relationship with our member agencies is with the MD/Owner of the business and we talk to them regularly, with an average of 36 engagements with each member business each year.

Membership of the DBA represents a commitment to effective design, a belief in quality, of good working practices and of collegiate sharing of best practice. Through our programmes, services and activities, we train, educate, recognise and celebrate the power of effective design and professional practices in small and large organisations globally.

## The role and responsibilities

Your role will be to administer, coordinate and market this extensive programme, reporting into the Programmes Manager to ensure that the quality of our programmes are maintained at a very high level.

You will need a conscientious and positive attitude, be able to work efficiently and independently and contribute to the team effort. You should have excellent communication skills, be accurate and numerate and pay close attention to detail. You will be expected to take a proactive approach to forthcoming tasks and develop your prioritisation skills. This key role will support other team members and you should feel comfortable taking initiative and contributing ideas, whilst maintaining and developing key processes.

An interest in live events and/or the design industry would be helpful and any experience within these sectors would be advantageous.

## Key tasks

### Processes

- Setting up all events and training online.
- Monitoring bookings and updating the monthly tracker with achieved revenue.
- Field enquiries from potential and existing delegates/entrants and ensure they have all the information necessary to book and attend.

### Production

- Liaise with the Programmes Manager to gather information on each project before conducting research and sourcing information which facilitates decision-making around venues, suppliers, and all other production elements, to achieve high quality and creative event productions.
- Negotiate all event contracts and agreements with suppliers to meet the quality expectations of the DBA and review as necessary all terms and conditions for venues and speakers.

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- Create and manage event sheets and ensure the team members travelling to events are briefed.
  - Set-up the venues and coordinate suppliers as required and attend and coordinate events and training courses as required (this may include evening or early morning work). Oversee the dismantling and removal of the event and clear the venue efficiently.
  - Prepare and continuously improve all event materials (badges, delegate lists, evaluation forms, etc) and ensure necessary preparations are in order. Also ensure all training packs, awards packs and judging materials are kept up to date and print, collate and distribute as required.
  - Keep the events and training materials in good order, allowing for them to be easily sent to training courses and events (e.g. banners, badges, laptops, data projector etc).

#### Content

- Coordinate speaker and judge diaries and confirm training and event dates.
- Collate and analyse the evaluation scores and actively seek quotes from delegates for use in future marketing and produce regular reports for event stakeholders and team members.
- Gain a level of understanding of training content which allows you to field enquiries and give accurate advice on workshop content.

#### Marketing

- Assist with the marketing of events and training courses where needed. This includes writing promotional email copy, keeping social media content current, as well as updating and maintaining the database and all marketing data as required.
- Building bespoke data lists, tailoring and segmenting data for specific campaigns.
- Tracking, analysing and reporting on all marketing activity to track the impact of online and offline campaigns.
- Maintain and update the events, training and awards sections of the website to ensure its relevance.
- Work with the Programmes Manager to coordinate the production of design work across activities as necessary.
- Assist with direct sales as necessary.
- The DBA is a small organisation, so the programmes coordinator will need to be flexible to take on additional tasks as required.

#### Key details

Salary: Up to £22-25k per annum

Contract type: Full time, permanent

Reporting to: Programmes Manager

Based at: Design Business Association, 35-39 Old Street, London EC1V 9HX

Holiday: 25 days per annum pro rata