

Design Business Association
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Head of Events & Programmes

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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 over 400 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

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

The DBA has a well established and respected annual programme of events, professional development workshops and leadership initiatives, as well as a globally renowned industry awards programme. We're looking for a 12-month maternity cover to lead the team responsible for the design and development of this work; your role will be to secure the delivery, development, effectiveness and sustainability of all DBA events and training programmes. You will build the profitability and impact of DBA programme and ensure that all programmes are closely linked to the DBA's strategic goals and key industry issues.

Personal qualities

- Exceptional project leadership and management skills and proven experience of managing a diverse programme of events and training.
- Ability to manage multiple timelines, deadlines, and actions in a collaborative fast-paced environment with high standards of excellence.
- Experience in developing and implementing event content and marketing strategies.
- Collaborative team player keen to help other team members if necessary.
- Self-motivated, energetic and enthusiastic.
- Proven ability to manage, train and develop a team of staff.
- Clear and confident decision-making.
- Flexible, adaptable and copes well under pressure.
- Open, honest and direct – is comfortable in giving and receiving constructive feedback.

Key tasks

- Oversee the research, development, management and implementation of DBA programmes that are authoritative, stimulating and professional and that contribute to member satisfaction, retention and recruitment.
- Lead programme delivery, overseeing the development of day to day processes and driving activity through a thorough briefing, development, production and marketing process.

- Develop and maintain programmes strategy and objectives in consultation with the Senior Management Team.
- Develop the programmes budget on an annual basis, overseeing monthly budget and forecasting decisions and delivering within budget.
- Work with the team to develop and implement marketing and sales strategies that drive audience attendance and maximise income targets.
- Produce reports for the Senior Management Team and DBA Board of Directors on performance and progress.
- Work with the Senior Management Team to scope and develop new programmes of activity or improve and enhance existing activity.
- Work with the team to ensure the quality and impact of DBA Programmes is continuously monitored, maintained and developed.
- Lead the Programmes team to ensure they have the support and guidance they need to effectively develop, manage, coordinate and deliver the end-to-end programme experience for our audiences.
- Identify and develop relationships with key strategic partners and sponsors to raise the profile of the DBA and maximise revenue streams.
- Work with other members of the DBA team on planning and executing wider DBA communications strategy as necessary.
- Ensure budgets are maintained and financial and qualitative targets are met.

Key details

Salary: £40k per annum

Contract type: Full time, 12 months contract (maternity cover)

Reporting to: Chief Operations Officer

Direct reports: Programmes Manager

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

Holiday: 25 days per annum pro rata