

Design Business Association

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Events, Programmes and Marketing Coordinator

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The Design Business Association (DBA) is the trade association for the design industry. We represent a vibrant community of design agencies and in-house design teams. Founded in 1986, the DBA was set up by the industry for the industry to promote professional excellence, champion effective design and foster a creative community of many of the brightest and most respected names in the design industry.

One way we achieve this is through our wide-ranging programme of member services that connect, inspire, and empower our design community. We run an extensive and varied programme of activity, from monthly online forums, webinars, and interactive training, through to regional in-person meet-ups. Our flagship annual event, The Design Effect, is an exciting new one-day celebration which explores how effective design drives impact in business, society and the world. The DBA Annual Survey Report is the most comprehensive financial performance analysis and benchmarking tool in the UK design sector. And every year we deliver two celebrated flagship programmes, Twenty/Twenty business mentoring, and the DBA Design Effectiveness Awards, bringing the industry together around two of our core strategic pillars of advancing the leaders of effective design and ambitious talent.

The DBA serves the industry, and the staff team are here to listen, nurture, inspire and connect. We are a committed team of individuals who care passionately about championing design, who have the experience to leverage our collective power to make positive change, and who work tirelessly to see our members flourish. A key tenet of our culture is giving each member of staff the opportunity to bring their own expertise and skills to the team to make their individual impact on our work as we develop new aspects of our offer to the industry.

If you're an enthusiastic, tenacious, and confident professional, with demonstrable project coordination experience, we want you to join our team as Events, Programmes and Marketing Coordinator.

The job

This is a fast paced, details orientated role in a dynamic and creative industry. Your role will be to administer, coordinate and support our programmes of events, training, member services, marketing and communications. Reporting into the Events and Programmes Manager it will be an important part of your role to ensure that quality is maintained at a very high level. You will also be a point of contact for the DBA's membership, answering enquiries and providing an excellent level of customer service across the business. And finally, you'll provide essential support with tasks across the business, as and when needed.

This integral role will support other team members, and as we're a small team, you'll quickly be immersed in the design industry and gain exposure to all parts of the business and how we operate. You'll learn a lot in a short amount of time and be able to contribute ideas and use your initiative, whilst maintaining and developing key processes.

About you

You will need to be self-motivated, conscientious and have a positive, proactive attitude. You'll need to work both independently and contribute to the team effort. With excellent communication skills, you'll be accurate, numerate and pay close attention to detail. You will be expected to take responsibility for coordinating project timelines and to develop your prioritisation skills to ensure high quality and timely outputs.

Key tasks

- Work both independently and in collaboration with the Events and Programmes Manager to deliver authoritative, stimulating and professional programmes, that enhance member satisfaction and drive recruitment.
- Create seamless customer journeys for all programmes and services and proactively consider and implement improvements which streamline processes.
- Monitor bookings, track revenue against targets and take action to help achieve targets.
- Provide the first point of contact for all customer enquiries, offering clear and helpful support.
- Monitor simultaneous projects and keep to expected timelines by carefully managing your workload, working with the Events and Programmes Manager to ensure delivery of all elements remains on time and to budget.
- Anticipate problems, troubleshoot and smooth issues relating to the successful execution of all activity.

Event, training and project production

- Research and source information as directed on a multitude of project tasks to facilitate team decision-making.
- Create and manage event briefing sheets and coordinate suppliers as required.
- Attend and coordinate online and live events and training courses (this may include some limited evening or early morning work). Oversee the dismantling and removal of live events and ensure all post-event procedures are completed.
- Prepare and continuously improve all event materials (surveys, booking processes, badges, delegate lists, evaluation forms, etc).
- Ensure all training packs, awards packs and judging materials are prepared, up to date and distributed as required.
- Coordinate all elements of the DBA's flagship programmes and member services, such as the DBA Design Effectiveness Awards and the Annual Survey Report. From tracking and fielding initial enquiries, to assisting customers with the online system and participation process through to the coordination of judging and evaluation processes.
- Coordinate all elements of the DBA's major live events, such as The Design Effect conference for approx. 300 attendees. From taking bookings to coordinating all event logistics and suppliers in preparation for the event, to assisting on the day itself.

Content

- Research, track and log speaker, trainer and awards judge recommendations for review by the Events and Programmes Manager.
- Coordinate speaker and judge diaries and take responsibility for finalising and confirming key dates.
- Collate and analyse evaluation scores and actively seek quotes from delegates for use in future marketing, producing regular reports for stakeholders and team members.
- Gain a level of understanding of training content and DBA member services which allows you to field enquiries and give accurate advice to customers.

Marketing

- Track and report on all marketing and press activity to monitor the impact of online and offline campaigns.
- Maintain and update the DBA websites to ensure accuracy and relevance.
- Assist with direct sales as necessary.
- Assist with writing marketing copy for event listings, direct emails and social posts to raise awareness and generate revenue for DBA programmes.
- Carefully proof and edit marketing copy for accuracy across all channels.
- Coordinate the scheduling and sending of marketing emails through our ESP platform.
- Create digital assets for use on DBA social media platforms.
- Schedule DBA social media activity, ensuring content is shared in the most appropriate way for each platform.
- Assist across any other activities as required by the Events & Programmes Manager and other colleagues.

Key details and benefits

Salary: £30k per annum

Salary sacrifice pension: 5% employer contribution

Fully paid Vitality medical insurance

Contract type: Full time, permanent, flexible working environment (see below for further information).

While many of our events are online, we run a series of regional events around the UK which you will be expected to attend, so you would need to be able to get into Central London easily, whilst being willing to occasionally travel throughout the UK.

Reporting to: Events and Programmes Manager.

Holidays

25 days per annum pro rata, plus an extra day off in the week of your birthday. We also have a flexible public holiday policy, so if you want to switch a public holiday entitlement to a later date in order to acknowledge events and festivities that are important to the celebration of your culture, beliefs, and identity, then you can.

Working environment

We have been working remotely very effectively since March 2020 and we anticipate this to remain the case, but it is not out of the question that that could change in the future. These decisions are made as a team based on what is best for the business. Some of us work from home most of the time, whilst some of us prefer to work together or independently in shared workspaces in central London for some of the week. There is a budget available for you to choose what works best for you, and we encourage people to arrange to co-work together once a week.

We sometimes spend time together socially, and we often attend industry events either with colleagues or individually.

How we work

The DBA offers a flexible working environment with a focus on protecting your work life balance. We want to get the best out of our people, and to ensure this happens, we have a strong culture of trust and autonomy, with respect for each other and our individual ways of working.

We are currently a dynamic and growing team of 6 people in the core team who get a lot done. Playing to each of our strengths is important to us as a business; we know that's how we produce our best work. We expect a lot from ourselves and each other but we have a lot of fun too. We're looking to welcome a hard-working, friendly, and confident person to join our established and experienced team.

To apply

Please email Sally Lukins, Managing Director at the DBA at sally@dba.org.uk attaching your CV and a covering letter which explains why you want this job and outlining how your skills and experience match what we're looking for.

Please use the subject line: DBA Events, Programmes and Marketing Coordinator application.

CVs without an explanatory cover letter will not be reviewed.

We will not be using any form of AI to shortlist or review your application. Please use your own thoughts and language to construct all parts of your application.

Deadline for applications: Friday 28 March 2025.

Interviews will take place in person in central London.

First stage interviews on Monday 7 April and second stage interviews on Thursday 10 April.