



Embracing differences
Creating opportunities

Events and Membership Project Manager

Company Overview

Founded in 2018, Sircula brings together top executives and decision makers from various industries across the globe to connect, learn and grow.

Sircula was set up by Mark Baker, a B2B events specialist with 18+ years' experience delivering award winning large scale conferences, exhibitions and industry awards across a range of sectors.

d&i Leaders is our first business to business community. Members include 800+ senior in-house diversity, inclusion and HR professionals, looking to collaborate, network and accelerate their workplace inclusion strategy.

We organise an annual programme of member only briefings, workshops and networking events and a series of large-scale CDP accredited conferences.

Each conference attracts 150+ attendees and speakers include senior leaders from some of the world's leading brands such as Vodafone; Twitter; P&G; HSBC; Ford; H&M; Sky and IKEA.

Diversity and inclusion are topics on many executive agendas. Companies should be working to create more diversity within and outside of their organisation, because firstly, it's the right thing to do, and secondly, it makes business sense. However, progress has been slow and d&i Leaders exists to help connect individuals and organisations to accelerate change.

We based in Beckenham, South East London at 80 Beckenham Road, London, SE20 7SP.

Role Overview

Being a start-up organisation, Mark put together all events and built the d&i Leaders community by himself, before bringing on board two people in summer 2019 – one to help research and write the event agendas, the other to help with operations and administration. With two additional conferences, new training workshops and a series of member breakfasts planned for 2020, this new role will be crucial in scoping and putting together these extra events.

The Events and Membership Project Manager role is focused on developing the agendas for our high level events and scoping new formats and topics, then bringing them to market.

Key responsibilities and tasks of an Events and Membership Project Manager in Sircula include:

1. Carrying out in-depth desk and telephone research on topics such as disability, LGBT+, gender and race equality in the workplace. You will then use this research to write the agenda, invite and secure the speakers and guide Mark on potential sponsors and supporters. You'll need to be an engaging and persuasive communicator and a natural relationship builder. The ability to work to strict deadlines and juggle more than one project at a time is essential.
2. Promoting events to community members and the wider market through social media, our speakers and a range of event supporters such as membership organisations which you will secure support from. You will write compelling marketing sales copy and work with an external designer on collateral.

3. Communicate with speakers in the run up to the event and work closely with the Events & Membership Operations Manager to ensure speakers are clear on their involvement. You will ensure the smooth running of the event on the day in terms of speakers and agenda running to time, along with briefing of the event chair/facilitator – events currently take place in London but it is expected that events will also take place in other locations as the business grows, so a willingness to travel is essential.
4. Manage the event budget and ensure commercial targets are exceeded.
5. Help grow our community and build your own profile on social media to help with this.
6. Ensure our database is kept up to date and event, booking and general enquiries are dealt with promptly.

As this is a start-up company, you will be exposed to all aspects of the business and full training and support will be given to ensure you succeed. You will be joining at an exciting time and have the opportunity to help shape and grow the business.

To get a better idea of what we do, take a look at our d&i Leaders website – www.dileaders.com
You can view some of our event websites using the links below too:

- **[d&i Leaders Global Forum - January](#)**
- **[d&i Leaders LGBT+ at Work Conference – February](#)**
- **[d&i Leaders Equality Law at Work Conference – March](#)**
- **[d&i Leaders Race at Work Summit - May](#)**
- **[d&i Leaders Women at Work Summit – May](#)**

To apply, write a short email outlining the skills you possess to succeed in this role and why you feel it matches your ambition, along with a CV to mark.baker@sircula.com