



The Institution of  
Engineering and Technology



# Creating a world of better opportunities

## Job description

### **Course Producer**

Hybrid - Stevenage

Permanent

Grade 8

Full Time - 35 Hours per Week

**Reports to:** Production Manager – Technical Courses

## Where the role fits

The Course Producer role reports into the Events, Learning and Community team. The primary function of this team is to:

- Review and renew the IET training offer to provide structured content to promote rounded professional development, available in digital, hybrid and in-person models.
- Research, identify, devise and manage conferences and technical courses, targeting events globally in growth areas of knowledge and emerging technologies to build scale and reach.
- Target member communities and networks globally to support recruitment and retention, drive engagement with products and services, align to growth areas of knowledge and emerging technologies, and build scale and reach
- Create a publicly available virtual 'credential' reference base that captures members professional qualifications.
- Deliver education programmes scaled to match the support funding that targets the greatest impact and inclusivity

## Purpose of the role

The Course Producer role is responsible for researching, developing, and delivering high-quality events within the engineering and technology sectors, including creating compelling event agendas, identifying and securing expert speakers, and ensuring events are commercially viable through detailed market research. The role involves close collaboration with internal and external teams to ensure event success. Additionally, the Course Producer manages budgets, supports committees, and ensures courses align with emerging trends and industry needs, contributing to the IET's mission of advancing global engineering knowledge.

## Our leadership charter

Leadership is important. It helps create the culture that we need to be a success – as individuals, as teams and as an organisation. As part of our framework, we have four behaviours we specifically look for in our leaders:

- **Shares vision** – by setting a clear shared vision of success for the organisation
- **Sparks engagement** – by empowering, inspiring, and developing people
- **Skilfully executes** – by setting stretching performance expectations, reviewing progress, and holding people to account to deliver planned outcomes
- **Sustains progress** – by recognising achievement and encouraging continuous improvement and experimentation

## Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

## Main duties and responsibilities (not necessarily in priority order)

- Lead Producer on multiple technical courses in the IET events portfolio. Owning the production of the technical courses, managing course trainers, acquiring new course trainers, creating strategies for product growth and carrying out feasibility research for new courses and products
- Conduct thorough research, including telephone, web, and in-person methods, to ensure the commercial viability of proposed events and technical courses in the engineering and technology sectors.
- Develop, write, and proof compelling content for event agendas, web pages, email campaigns, and print marketing to engage and attract target audiences.
- Identify and secure expert speakers and trainers, collaborating with broader IET teams where required, ensuring the quality and relevance of content across events.
- Manage committees for technical courses, facilitating effective collaboration and input from stakeholders.
- Coordinate with internal teams, including sponsorship sales and marketing, to maximise commercial opportunities and ensure events are effectively promoted across all channels.
- Manage event budgets, working with logistics teams to ensure costs are controlled and financial goals are met.
- Assist the Production Manager – Technical Courses in market research and validation of new event and course proposals, identifying emerging trends and opportunities.
- Provide regular updates for event-related web content, ensuring accuracy and timeliness.
- Work collaboratively across the organisation to generate innovative event content, aligning with the IET's mission to advance engineering knowledge and practice.
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Deliver operational excellence:** You'll be responsible for the efficient and effective execution of day-to-day tasks and projects, ensuring they align with organisational goals.
- **Collaborate for success:** You'll work closely with colleagues across departments, fostering open communication and a collaborative environment to achieve shared objectives.
- **Support continuous improvement:** You'll actively participate in identifying areas for improvement and implementing solutions to enhance efficiency and effectiveness within your area.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.
- **Enhance team strengths:** You'll support your team in understanding and using their individual strengths to improve productivity and engagement, ensuring everyone can contribute effectively.

## Skills and experience required

- Previous experience in a conference or event production role, with a proven ability to research and develop commercially viable topics, agendas, and events showcasing creativity and an understanding of market trends. Experience in engineering and technology events/conference is highly desirable.
- Excellent written and verbal communication skills, capable of creating compelling content for a variety of audiences and platforms.
- Excellent interpersonal and organisation skills, with the ability to deliver and lead on all event-related requirements to a broad spectrum of stakeholders, internal and external.
- Experience in event budget management, including forecasting and implementing mitigation strategies, would be highly desirable.

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Collaborative communication:** You'll possess excellent written and verbal communication skills with a focus on active listening, clear communication, and building strong relationships with colleagues.
- **Strong organisational and time management:** You'll demonstrate excellent organisational skills with the ability to prioritise effectively, manage your workload to meet deadlines consistently, and ensure project deliverables are achieved on time and within budget.

- **Technical and operational expertise:** You'll possess a strong understanding of the relevant technical or operational area, coupled with a strategic mindset and problem-solving skills to identify and implement solutions to ensure smooth delivery.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Promoting a positive and inclusive work environment:** You'll be passionate about creating a positive and inclusive work environment where diversity is celebrated, teamwork is valued, and collaboration thrives.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

## Document control

<i>Authorised by</i>	<i>Job Title</i>	<i>Date</i>
<i>Head of Department / Team</i>	<i>GJ, Manager, Global Conference Production</i>	<i>12.2024</i>
<i>Strategic People Partner</i>	<i>VD, Strategic People Partner</i>	<i>12.2024</i>

*This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.*

*It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handling, as well as current Health and Safety policies.*