



## **JOB SPECIFICATION**

### **Job title**

Effectiveness Project Manager

### **Reports to:**

Head of IPA Effectiveness Programme and Director of Effectiveness

### **Works with:**

Primarily with the Effectiveness team, comprising: Director of Effectiveness, Head of Effectiveness Programme, Project Lead for Effectiveness and 3 x Effectiveness Consultants. The wider marketing team is comprised of two Directors (Talent and Commercial) and one Senior Marketing Manager, Commercial. The role includes collaboration with many other departments, but particularly with the Comms and Events team.

## **ABOUT THE IPA**

The IPA is widely recognised as the world's most influential professional institute for practitioners in advertising and marketing communications. It has a well-earned reputation for thought leadership, best practice and continuous professional development, as well as for providing core support and advisory services for our members.

The Marketing Department works with many of its 300 member agencies to provide thought leadership and content that results in large annual conferences, events and industry engagement.

## **ABOUT THE ROLE**

The IPA Marketing team is split into three pillars: *Talent*: how to attract and retain the best talent, *Commercial*: how to do business better and *Effectiveness*: how we deliver value. Key responsibilities will be working on the effectiveness agenda.

The Effectiveness pillar is comprised of a series of initiatives, which work together throughout the year. The role will be to support the Head of Effectiveness Programme on the management and execution on these initiatives. There is scope to grow the role and appetite for the candidate to begin independently managing projects immediately.

The Effectiveness pillar initiatives are well-respected in the industry, and core to many initiatives at the IPA. This role represents an opportunity to be part of something with a strong history and legacy, and input into how this grows and develops into the future.

## **KEY RESPONSIBILITIES**

Key Effectiveness Pillar initiatives include:

### **Effectiveness Leadership Group**

- A group of over 30 senior agency and client leaders who meet five times per year to review the Effectiveness agenda and discuss new research and projects to pursue.
- Management of the group including invites, agenda, minutes, website etc.

### **EffWorks Global, R&D and Thought Leadership**

- Annual one-day conference presenting new thought leadership on effectiveness, peer-reviewed by the Effectiveness Leadership Group.
- Project management of any research and development and publications, and support on management of the agenda.
- Working with IPA Comms on marketing the conference and any associated research and with the Events team for conference day management.

### **Effectiveness Awards**

- Biennial Awards scheme recognised as the industry's most rigorous and revered.
- The Awards program starts 12 months prior to the Awards ceremony and includes setting of agenda with convenors, recruitment of judges, marketing and events prior to entries opening, support for entrants, management of mentor scheme, working with suppliers for online entry system, management of correspondence with all judges and entrants and three on-site judging days amongst others.
- Working with IPA Comms on marketing the Awards and with the Events team for Awards night curation and management.

### **Effectiveness Accreditation**

- Biennial accreditation scheme recognising agency's who have proven their effectiveness culture, on alternative years to the Awards.
- The accreditation program includes kick off events/webinars, support for agencies as they pull together their submission, recruitment of judging panel, admin support on the entry system, two on-site judging days, management of all correspondence and celebration party.
- Ongoing marketing of the Accreditation scheme to build its reputation.

### **Other Effectiveness Projects**

- Ad Hoc work on other effectiveness projects including: internal and external events, supporting the Director of Effectiveness on speaking engagements, presentations

and editorial and supporting the IPA Professional Development team on Effectiveness qualifications.

### **KEY SKILLS**

- Ability to maintain and develop relationships at a senior level – internally and externally
- Experience of and passion for the industry as well as knowledge of current issues within the industry
- Experience within effectiveness/strategy/planning preferred but not necessary
- Excellent organisational and administrative skills
- Ambition to grow in the role and independently manage projects
- Ability to multi-task coupled with good time-management and prioritisation skills
- Work well within an internal and external team
- Deliver activities within budget and monitor spend
- Good written skills

### **ABOUT YOU**

- Collaborative and sociable as the role requires liaising across various IPA departments (especially the web, PR, comms and events, PD and insight teams) plus attending external events
- Excellent relationship management skills, ability to build strong, lasting relationships
- As part of a small team, happy to be flexible and work around shifting job priorities and responsibilities.
- Ability to deal with people at all levels from senior agency heads to young start-ups
- Good sense of humour, team player
- Flexibility and calmness under pressure
- Can-do attitude
- Confident and self-motivated

*At the IPA, everyone is expected to work as part of a team. This may include covering other people's work for short periods, contributing know-how and time to joint projects and helping other staff members with training and development. Overall, you are expected to be flexible where necessary to meet the needs of the IPA. Accordingly, the precise description and nature of your job may be varied from time to time and you may be required to carry out other duties within the scope of your role.*