



# Gem-A

THE GEMMOLOGICAL ASSOCIATION  
OF GREAT BRITAIN

## Job Description

<b>Job Title:</b>	Events Manager
<b>Department:</b>	Marketing
<b>Location:</b>	Gem-A HQ, London
<b>Reporting to:</b>	Chief Operating Officer
<b>External working relationships:</b>	External agencies including printers, graphic designer, gem and jewellery groups, trade show organisers, venue staff, Gem-A Members, Students and other channels
<b>Contract:</b>	Full-time
<b>Salary:</b>	£35,000 - £40,000

## Purpose of the Post

Gem-A is the longest established provider of gem and jewellery education in the world. An educational charity, we are located in the heart of London's Jewellery district. We are looking to grow our marketing team to help us achieve our goals of attracting more students and building advocacy amongst our graduates, members and trade partners worldwide. The Event Marketing Manager will be tasked with driving acquisition, engagement and retention through Gem-A events and will support marketing initiatives on a global level. This role will be an integral part of Gem-A's growth strategy.

## Key Responsibilities:

- You will be the event lead, project managing all events – internal and external – from brief to review.
- Lead the delivery of membership gatherings, Gem Central and webinars.
- Responsible for logistics, co-ordination and marketing of our annual Conference, external events and presentations around the world.
- Building-out and executing Tradeshow calendar, delivered on time and within budget.
- Produce reports on all event activity on specific KPIs as agreed with COO.
- Management of events page on the website, registration platforms, social media and events newsletters.
- Assist with all marketing campaigns, direct marketing, email marketing, promotions, presentations, print collateral and digital marketing, adopting the company's tone of voice in all written and visual communications.
- Work closely with the COO in the creation and delivery of multi-channel marketing campaigns that drive Gem-A events.
- Working with external creative team to design adverts and event material.

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Registered Charity No. 1109555. A company limited by guarantee and registered in England No. 1945780  
Registered office: 3rd Floor, 1-4 Argyll Street, London W1F 7LD



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- Responsible for sourcing branded gifts and promotional giveaways for sponsorship partners.
- Developing new initiatives that effectively represent the company's objectives.

## Who are we looking for?

- Events management background is essential.
- Educated to degree level or equivalent experience.
- Excellent organisational skills and ability to prioritise and work under pressure.
- Outgoing personality.
- Able to work cross-functionally and liaise with numerous stakeholders.
- Proven experience of organising complex events of various sizes.
- Strong analytical skills.
- Experience using Eventbrite, MailChimp, Word Press, Joomla or similar platforms.
- A flexible approach to working outside of standard business hours in order to support and fulfil the duties of the post.

## Benefits:

- Automatic Membership of Gem-A.
- The opportunity for international travel to trade shows and conferences.
- 20 days holiday (rising by one day for each consecutive year worked at Gem-A to a maximum of 25).

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