

Application Pack for Senior Events Coordinator

Closing date: 9am on Monday 18th May 2026

Background Information

An exciting opportunity to join the Events team at AvMA as the **Senior Events Coordinator**, working on some of the leading events in the medico-legal sector, including our flagship Annual Clinical Negligence Conference which attracts over 500 attendees and 50 exhibitors – the largest in Europe.

About AvMA

Action against Medical Accidents (AvMA) is the independent UK wide charity for patient safety and justice, established over 40 years. AvMA is widely credited with both having put “patient safety” on the map and having brought about huge advances in access to justice for those patients who have been affected by lapses in patient safety (“medical accidents”).

AvMA is a unique organisation for many reasons, not least because we provide free advice and information to members of the public who have suffered injury because of negligence and substandard medical treatment. Our core advice services are our Helpline (open five days a week), written advice and information and pro bono inquest service. Through these services we help over 2,500 people a year, including signposting to accredited medical negligence solicitors where appropriate. We are constantly reviewing how best we can develop services to best meet unmet needs, we have a focus on providing up to date information through our self-help leaflets available from the website.

Our Vision

People who suffer avoidable medical harm get the support and outcomes they need.

Our Mission

We champion the needs of people adversely impacted by avoidable medical harm. We do this by supporting and empowering them to secure the outcomes they need, including healing for any related physical or psychological harm(s). We use what we learn from the people we support, alongside our expertise, to seek improvements to medico-legal practices through system learning and change.

Values

Our behaviours will be driven by:

Integrity. We are honest and act in accordance with our values. We conduct ourselves in an open and professional way and form our views independently, recognising our primary role is to assist those who have been avoidably medically harmed.

Independence. We advocate for, and stand alongside, people affected by avoidable medical harm while always recognising that in every complaint and dispute there are two sides that need to be considered. We are objective and keep ourselves free from outside influences.

Fairness. We treat all people fairly and with dignity. We do not shy away from speaking up where we see injustices.

Collaboration. We work with those we support, campaign groups and charities, healthcare professionals, government, lawyers and dispute-resolution bodies to bring about change and improvements for patients who have been avoidably harmed. We are proactive in trying to reach organisations and groups that support under-represented and marginalised communities that may require our dedicated expertise.

Empathy and compassion. We work with people who have been avoidably harmed and their families, listening and making sure we do all we can to understand the harm they have suffered and its impacts, and support them in achieving the outcomes they are needing.

Our Strategic Objectives (2024-2029):

Our strategy is available in full on the AvMA website but in summary our strategic objectives are as follows:

1. **Expanding Our Reach:** To serve a broader range of communities, ensuring that more individuals experiencing avoidable harm can access services that meet their needs.
2. **Empowerment and Support:** To empower more individuals to secure the outcomes they need following an incident of avoidable medical harm, providing compassionate and effective support throughout.
3. **Eliminating Compounded Harm:** To reduce and eventually eliminate the additional harm that individuals often face due to poor system responses following medical incidents.
4. **Sustainable Resources:** To diversify and sustain the resources and capabilities necessary to achieve our strategic goals effectively and ensure that our impact is long-lasting.

Our Impact

Our impact report for 2023/24 is available on the AvMA website but a high-level summary is as follows:

- In the year 2023/2024, AvMA directly supported over 3,000 individuals with specialist advice, access to legal assistance, and in-depth guidance through our helpline.
- We championed specific campaigns, such as advocating for the rights of individuals affected by the use of vaginal mesh implants and supporting inquests to help clients gain closure.
- Our policy work focused on addressing healthcare inequalities, ensuring that those most affected by avoidable medical harm can access justice and the services they need.

These efforts are instrumental in achieving systemic change, ensuring that patient safety becomes a priority at all levels of healthcare, and that individuals receive the justice they deserve.

People

Our people are our greatest asset. AvMA currently employs approximately 25 staff (many of whom are part-time), bringing a wide range of skills, experience and passion for what AvMA stands for. AvMA also benefits from a pool of dedicated volunteers and an excellent board of trustees.

Location

This is a fully remote role, with the expectation that you attend approximately 4 in person meetings a year in London, plus travel and attendance at our events nationally. All travel expenses for these will be covered by AvMA.

General Information

AvMA does not benefit from any government grants or similar funding, we are very experienced at raising our own funds, which in turn enables us to maintain our independence and impartiality and focus on our core aims, patient safety and access to justice.

Key terms and conditions:

- Hours:** 35 hours a week for full time. Part time working will be considered (minimum 28 hours p/w).
- Salary:** Circa £38,935 (pro rata if part time) point 20 on the salary scale rising to point 23. Annual increments are paid to the top of the scale. An additional discretionary cost of living increases may be applied per annum.
- Holiday:** 25 days a year (full time), plus bank holidays. A further day's annual leave is acquired for each year of service up to five days (a maximum of 30 days in total). In addition, the office closes over the Christmas break for 3 days, for which annual leave does not have to be taken.
- Location:** Remote, but with at least 4 meetings p.a. in London plus attendance nationally at all AvMA events
- Responsible to:** Head of Events

Job Description

Key responsibilities:

1. Events Marketing

- To oversee the scheduling, production and distribution of promotional e-mails for our events.
- Liaise with comms team to promote events across AvMA media platform
- To work on the development of the events pages on the new AvMA web site. Ensuring event web pages are kept up-to-date.
- To carry out data analysis and web analytics to determine what people are responding to and to highlight the areas we may need to focus/re-focus.

2. Events Logistics & Management

- In conjunction with the Head of Events, to undertake the production and organisation of events, including inviting and liaising with speakers and arranging event logistics.
- Effective liaison with speakers, ensuring they have all the information required to participate in the event and providing deadlines for receiving their presentation and biography.
- To work on site at events as required and run smaller events on your own. Duties will involve setting-up and administering registration, liaising with the venue, greeting speakers and exhibitors, dealing with enquiries from delegates and making sure the event runs smoothly.
- Production of the online conference documentation, to include speaker presentations.

3. Research & Event Development

- Help identify and research potential subject areas on which we may want to run events.
- Keep a close eye on the medico-legal events sector market and other events taking place.
- Help identify potential new sponsors and exhibitors for our events.

4. Events CRM

- Develop a sound understanding of AvMA's new CRM, ensuring we optimise it for the efficient and effective marketing of events.
- To assist if/as required with bookings and booking queries for AvMA's events.

5. Other

- To support the Events Department's quality initiatives and to suggest continuing improvements where needs arise.
- To undertake other duties commensurate with the post as may be required.
- Deputise for the Head of Events when necessary

Person Specification

Essential:

1. An understanding of, and commitment to, the values and objectives of AvMA.
2. Excellent interpersonal skills, with the ability to develop effective and positive working relationships with a wide range of individuals and organisations.
3. Highly motivated self-starter with the ability to manage and prioritise workload and meet targets.
4. Excellent written and verbal communication skills. Confidence in liaising with speakers, sponsors and delegates.
5. Experience of organising events and on-site management of events, including in-person and online events/webinars.
6. Marketing copy writing ability, proof-reading skills, outstanding attention to detail.
7. Experience of using e-mail marketing platforms (e.g. Dot Digital) and social media to promote events and maintaining event web pages.
8. A high level of IT and digital literacy skills, including Office 365, Microsoft Dynamics and Adobe In Design
9. Staying calm under pressure, a proactive and solutions focussed approach to problem-solving, ability to independently think on your feet.
10. Demonstrable commitment to Equality, Diversity and Inclusion

Desirable:

- a. Experience of working within a charity.
- b. Experience of working in healthcare and legal sector events.
- c. Knowledge or experience of healthcare, the NHS or patient safety work.
- d. Understanding/experience of Search Engine Optimisation.

How to Apply

To apply for the role of Digital Fundraiser, please submit:

1. **A Covering Letter** (maximum of 2 pages) outlining how your experience, skills, and personal attributes make you an ideal candidate for this role.
2. **A Comprehensive CV** detailing your qualifications, work history, and relevant experience.

Please submit your application using the webform linked to the job advert. Alternatively email your application to humanresources@avma.org.uk with the subject line "**Senior Events Coordinator Application**" by **9am 18th May 2026**.

Shortlisting: Applications will be reviewed, and shortlisted candidates will be contacted for an interview. If you have not been contacted within two weeks of the closing date, please assume your application was not successful.

Interview dates are set for the week of 1st June and will be held remotely.

For more information about AvMA and this role, please visit our website at www.avma.org.uk.

We look forward to receiving your application and thank you for your interest in supporting AvMA's mission to ensure patient safety and justice.