



## Job Description – CRM & Events Administrator

Department	Operational Delivery Team
Grade	9
Reporting to	Customer Services & Insights Specialist
Direct reports (yes or no)	No
WTW Code	

### Job Purpose

The CRM & Events Administrator provides operational and administrative support to the Motor Insurers' Bureau (MIB) and the Insurance Fraud Bureau (IFB). The role supports CRM activity, stakeholder engagement, and the planning and delivery of events across the organisation.

- Providing general CRM, engagement, and events administrative support
- Managing the MIB, IFB, and Customer Events inboxes
- Administering MIB, IFB, and client company events (in-person, virtual, and hybrid)
- Tracking status of events deliverables and milestones
- Supporting the adoption of the events lifecycle and deliverables for each of the services
- Risk and issue coordination
- Monitoring the status of events
- Coordination of the regular events and engagement level reporting cycles
- Co-ordination of events arrangements contracts and T's&C's
- Assisting the business, CRMs and Events lead with defining and updating the events management processes, standards and delivery

### Key accountabilities

- Take day-to-day responsibility for the delivery of assigned MIB and IFB events, ensuring they are delivered to a high standard and in line with agreed timescales.
- Support the planning and coordination of events, including liaison with hotels, venues, suppliers, and production partners; supporting research into locations, venues, and entertainment; and contributing to comprehensive timelines and budgets.
- Provide administrative and logistical support for IFB CRM activity and managing events inboxes related administration.
- Coordinate event-related activity across internal teams, working groups, and members to ensure agendas, topics, and discussions are structured effectively to achieve agreed outcomes.

### Key accountabilities

- Support CRMs and the Events Lead by assisting with research into themes and issues, helping to inform decision-making and event content development.
- Liaise with a wide range of internal and external stakeholders to ensure work is delivered to agreed milestones and deadlines.
- Collate, prepare, and distribute pre-reads, packs, and supporting materials to ensure the smooth running of meetings and events.
- Support the production and coordination of event and engagement outputs, including agendas, presentations, reports, and other related documentation.
- Provide on-site support during event delivery to ensure effective coordination and issue resolution.

### Role requirements

- Previous experience in a B2B account support, CRM coordination, or events coordination role.
- Experience managing events or small projects, with exposure to the end-to-end event lifecycle or responsibility for substantial elements of event delivery.
- Experience working within a structured events or project management framework, following defined processes, timelines, and deliverables.
- Strong and attention to detail in event and stakeholder delivery.
- Customer-focused approach, building strong relationships with internal and external stakeholders to deliver effective CRM and events solutions.
- Excellent written and verbal communication skills, able to convey information clearly and professionally.
- Very good prioritisation and time-management skills, with the ability to manage competing priorities while maintaining attention to detail.
- Analytical and problem-solving capability, supporting informed decision-making and continuous improvement.
- Proficient in Microsoft Office 365, including Outlook, Word, Excel, PowerPoint, OneDrive, and Microsoft Teams.
- Experience supporting Microsoft Teams Webinars and Live Events.
- Experience using CRM systems, Slido, and SurveyMonkey (or equivalent engagement and survey tools).
- Understanding of customer satisfaction methodologies and basic data visualisation to support reporting and insights.