

# JOB DESCRIPTION

<b>Job Title</b>	<b>Events Manager</b>		
<b>Reports to</b>	<b>Senior Events Manager</b>		
<b>Department</b>	<b>Marketing and Communications</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>3</b>

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

The Marketing and Communications department is responsible for developing and delivering the School's marketing and communications strategy through a combination of corporate communications, brand, content and campaign management.

## Job Purpose

Take responsibility for the management and delivery of the School's strategic and reputational events programme, including high-level speaker series, international events, conferences, cultivation activities, receptions, research centre activities and community events.

Prioritise, plan and effectively project manage multiple, concurrent events and deliver with creativity, flair and imagination.

Market events effectively using multiple and innovative media channels, to appropriate audiences through working in partnership with the stakeholders.

Maintain and uphold the reputation of the Events Team when collaborating with internal and external clients and give professional advice to members of faculty, staff and student event organisers.

Revise event policies and procedures where necessary in line with the evolution of business needs and used as a resource of best practice for the wider School.

## **Key Areas of accountability and Key Performance Indicators (KPIs)**

### **Key areas of accountability:**

#### **Event Planning and Management**

- Plan and deliver a range of strategic events (mix of virtual, hybrid and face-to-face), and contribute to other large-scale projects with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets
- Play a key role in the implementation of the strategic events strategy which supports the delivery of business and School-wide objectives
- Management of the day-to-day activities and logistics related to the School's event programme
- Events are executed to the highest standards, on deadline and on budget – ensure final sign off is sought for all costs related to event budget
- Event administration is organised, accurate and follows established policies and procedures
- Provide outstanding customer service in support of the customer experience expectations of the School
- Provide expert advice when required to faculty, staff and students on event / conference organisation to ensure their events meet industry standards

#### **Event Marketing and Communications**

- Event marketing and communications plans developed in liaison with key stakeholders and departmental colleagues
- Marketing assets including invitations, event collateral and set design adhere to the School's brand guidelines
- The Dean, faculty, senior staff, speakers and key stakeholders receive full event and logistics briefings
- School's overarching events plan and calendar is effectively communicated to internal and external stakeholders
- Clients and stakeholders are aware of and adhere to the processes which must be followed in order to deliver their event

#### **Brand Management**

- Draft and develop content briefs for use in event campaigns.
- Quality assure content developed in-house or by agencies to ensure that it meets brand guidelines and event requirements.

- Develop relationships with stakeholders through the provision of day-to-day advice.
- Act as a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

### **Analysis and Reporting**

- Event objectives and metrics to be set for every event, in collaboration with stakeholder or client
- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicators and targets for each event.
- Conduct research and data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the events and the School's reputation.
- Liaise with stakeholders to prepare reports to inform review, planning and decision-making.

### **Industry Knowledge**

- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of brand content.
- Monitor new technology and trends in events and use insights to suggest new ways of working to support innovation in brand development.

### **Collaboration**

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence and expert advice, identifying new opportunities and a stronger development of the brand.
- Build new relationships and manage internal and external stakeholders including event speakers, sponsors and suppliers.

### **Financial Management**

- Monitor and review budgets for individual events to ensure the accurate completion of standard financial processes within set budgets and the provision of up-to-date information to support decision making.

### **Process Improvement**

- Monitor processes, systems and practices in place for events delivery, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

**KPIs:**

- Delivery of high-quality events and guest experiences (virtual, hybrid, face-to-face).
- Production of high-quality events generating content.
- Contribution to the overall success of brand initiatives.
- Projects delivered on time, on budget and to quality standards and targets.
- Production of high-quality reports, with the identification of trends and issues.
- Identification of technological, and process advancements and innovations in own area.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate financial information for each event.
- Improvements to processes and procedures for all events.

### **Knowledge/Qualifications/Skills/Experience required**

- Bachelor's degree or equivalent experience
- Excellent communication skills, with the ability to engage a variety of audiences, speakers and stakeholders
- Confident manner and ability to communicate, influence and negotiate on all levels
- High standard of database, IT and literacy skills
- Experience of using software to extract, analyse and report on data
- Sound understanding of the wider School's offerings and those of competitors
- Outstanding project and events management skills
- Excellent organisational skills and meticulous attention to detail.
- Strong analytical and problem solving skills
- Good at working under pressure in a customer-facing role
- Budget management experience
- Flexible approach to working hours
- Experience of managing external suppliers and agencies
- Experience of managing virtual and hybrid events preferred

### **Resources including team management**

- Set tasks for and provide guidance to Events Assistant
- Microsoft Word, Excel, PowerPoint, Outlook to high standard
- Familiar with CRM Database use
- Familiar with website content management systems
- Familiar with mass marketing software, Smart Focus knowledge preferable
- Familiar with events management systems
- Familiar with online payment admin systems

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	<b>12 June 2020</b>