

JOB DESCRIPTION

Job Title	Events Coordinator - Engagement		
Reports to	Events Manager - Engagement		
Department	Recruitment and Admissions		
Job Family	Relationship	Level	2

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 Degree Education and Career Centre is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of masters degree programmes, which includes the MBA, a suite of Executive MBA programmes (London-based, Dubai-based, EMBA-Global with Columbia Business School and EMBA-Global Asia with Columbia and HKU), the Sloan Masters in Leadership and Strategy, the Masters in Finance (full-time and modular), the Masters in Management and Global MiM (MiM), the Masters in Analytics and Management (MAM) and the Masters in Financial Analysis (MFA).

The degree portfolio represents over 60% of the School's revenues. A number of our programmes are ranked in the top#10 by the Financial Times.

Job Purpose

The post holder will be responsible for logistics and all aspects of setting up and executing online and in person events, from conception to delivery to follow up, and for R&A and external stakeholder support.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Event Management and Promotion

- Coordinate logistics and operations in advance of events, including setting up online and in person events in various systems (CRM, Zoom, Outlook, Teams)
- Pre-event coordination including liaising with speakers, venues, sending final briefing, technical run-through, coordinating all logistics and operations in advance.
- Support the Events Team in delivering all online and in person events by providing support and guidance for all events, and attend in person events where necessary (currently online but will often involve evenings and occasional weekends from January 2022).
- Ensure all stakeholders are fully briefed and informed of event objectives, their role within it and any other relevant information for event success.
- Produce process documents and guides to support effective planning and delivery of events.
- Support the Events Manager in executing the event communications plan: design, update and send EDMs to the right audience and according to plan
- Create and update events collateral when and as needed.
- Organise, upload into and monitor databases to ensure accurate recording of event data

Administration

- Ensure all events details are up to date in the different trackers
- Ensure the School's and third party websites are kept updated at all times and as soon as events are confirmed/amended.
- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all prospective students and stakeholders.
- Monitor levels and order standard materials / resources ensuring that appropriate stock levels are maintained within budget.
- Co-ordinate team calendars and meetings to support efficient and effective team working.

Process Improvement

- Keep up-to-date with London Business School offerings and make creative and relevant suggestions for processes and events improvements based on prospective student and stakeholder feedback.
- Proactively review events and relevant processes and systems within own area of work, and make suggestions to improve efficiency and effectiveness.

Analysis and Reporting

- Organise, upload into and monitor databases to ensure accurate recording against metrics, to be used in the measurement of the team or department performance.
- Work on data extraction and segmentation according to the Event communication plan.
- Monitor event sign-up levels and use additional mailings and advertising channels to encourage registration where necessary.
- Ensure events feedback is captured and all follow-up activities are learnt from and actioned for future events.

Customer Service

- Act as the first point of contact within the team for School / R&A colleagues / prospective student / external event related enquiries and ensure that they are dealt with promptly to meet and exceed their needs and expectations.

Collaboration and Support

- Build strong, collaborative and positive relationships with internal colleagues and external stakeholders to help deliver team objectives and meet or exceed targets and metrics.

Financial Management

- Accurately process invoices to support the tracking of team/department budgets.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

KPIs:

- High-quality service provided to prospective students and colleagues.
- Smooth planning and delivery of events.
- Contribution to the achievement of team targets.
- Up-to-date tasks and diary management.
- Timely response to and resolution of enquiries, requests and issues.
- Accuracy and integrity of data in business systems.
- Meeting or exceeding targets and metrics.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Compliance with processes, procedures and standards.
- Contributions to process reviews and operational improvements.

Knowledge/Qualifications/Skills/Experience required

- Experience working in online and face-to-face events, student recruitment events or marketing (preferably in higher education or within an admissions team)
- Exceptional customer service skills
- Meticulous attention to detail
- Natural communicator able to manage stakeholders and write appropriate copy
- Sound working knowledge of standard IT packages, systems and/or databases including Microsoft Office skills (Excel, Word, PowerPoint), Microsoft Teams, Microsoft Dynamics CRM, Zoom and Photoshop
- Good time management skills with the ability to organise, prioritise and work under pressure during very busy periods.
- Strong team working skills and the ability to work collaboratively.
- Proactive approach to relationship development with colleagues and stakeholders
- Ability to interpret and apply guidelines to a specific activity.
- Proven track record of delivering against Key Performance Indicators or metrics.
- Preferable bachelor's degree or equivalent experience.

Resources including team management

n/a

Staff	n/a
Budgets	n/a
Date Updated	23/09/2021