

# JOB DESCRIPTION

<b>Job Title</b>	Senior Career Events Manager		
<b>Reports to</b>	Head of Employer Engagement		
<b>Department</b>	Career Centre		
<b>Job Family</b>		<b>Level</b>	3

## 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.

The London Business School is a world-class supplier of international talent through its Masters Programmes. The role of the Career Centre is to inspire, empower and support students and alumni to achieve their career goals.

## Job Purpose

Take responsibility for the management and delivery of the Career Centre's recruitment events programme, including but not limited to company presentations, thought leadership sessions, recruitment fairs and technical skills events. Prioritise, plan and effectively project manage multiple, concurrent recruitment events and deliver with creativity, flair and imagination. Market events to appropriate audiences following direction from departmental stakeholders. Maintain and uphold the reputation of the Career Centre when collaborating with internal and external clients.

Revise event policies and procedures where necessary in line with the evolution of business needs and be a thought leader for best practice across the wider School.

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

### **CAREER EVENT PLANNING AND MANAGEMENT**

- Ensure the Career Centre's calendar of Employer Engagement events is fully resourced, coordinating support from other teams as required.
- Manage planning and execution of on-campus recruitment campaigns, recruitment fairs and other flagship recruitment events as required.
- Plan and deliver a range of recruitment events, networking sessions, individual sessions and group events.
- Engage with key stakeholders to ensure their concept for an event is fully formulated and ready to go ahead.
- Management of the day to day activities and logistics related to the Employer Engagement events programme – including communication to delegates/participants/recruiters.
- Ensure events are executed to the highest standards, on deadline and on budget. Ensure final sign off is sought for all costs related to events' budgets
- Process invoices and expenses related to careers events.
- Create clear and effective policies and procedures related to event management and ensure that event administration that is organised, accurate and follows these processes.
- Ensure relevant feedback is gathered and collated as per the departmental feedback process, or as requested by key stakeholders.
- Support other teams in Career Centre with event delivery during peak times, as is feasible.
- Act as an expert advisor as needed to other departments and stakeholders within the School that run events, such as the Student Association and Recruitment & Admissions.

### **CAREER EVENTS MARKETING AND COMMUNICATIONS**

- Manage the Recruitment Events inbox, respond to student queries, and assist key stakeholders with event enquiries and Career Central system queries.
- Build strong relationship with all stakeholders, including but not limited to external providers, recruiters, student club representatives, and provide high quality customer service to them.
- Create the communications strategy and schedule for Employer Engagement event planning and marketing, in liaison with key stakeholders and departmental colleagues.

### **BRAND MANAGEMENT**

- Quality assure content developed for Careers Events to ensure it is consistent and in line with brand guidelines.
- Act as a brand champion – sharing examples of best practice with colleagues and stakeholders to support continuous improvement.

### **ANALYSIS AND REPORTING**

- Ensure event objectives and metrics are set for every event in collaboration with the event stakeholder.
- 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 and provide actionable insights to further develop Careers Events and enhance the department's reputation.

- Liaise with stakeholders to prepare reports to inform review, planning and decision making.

#### **FINANCIAL MANAGEMENT**

- Monitor and review budgets for all Employer Engagement events.
- Manage Employer Events budget, including forecasting, review and year end process.

#### **PROCESS IMPROVEMENT AND INNOVATION**

- Monitor processes, systems and practices in place for events delivery, and share knowledge with relevant colleagues as required.
- Plan and carry out regular reviews to identify opportunities for improvement in light of changing business needs, feedback and best practice.
- Act as a thought leader for best practice in events and support innovation by being informed of new event trends, platforms and ideas (especially in the field of virtual delivery).

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

- Degree qualified or other relevant qualification.
- Events Management experience
- Excellent communications skills with the ability to engage a wide variety of audiences.
- Excellent organisational and time management skills
- Strong attention to detail
- Strong analytical and problem solving skills
- Budget management experience
- Flexible approach to working hours – some evening and weekend work required.

#### **Resources including team management**

na

<b>Staff</b>	na
<b>Budgets</b>	na
<b>Date Updated</b>	April 2021