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| **Job Title** | **Events Executive** |
| **Reports to** | **Head of Events** |
| **Department** | **Communications & Events** |
| **Job Family** | **Brand**  | **Level** | **3** |

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| **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.  |

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| **About the Department** |
| The purpose of the Engagement department is to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together. It includes our Advancement, Brand and Marketing and Communications and Events functions, which are responsible for engaging our audiences throughout their LBS journey and promoting a culture of philanthropy to amplify the School’s impact. London Business School has over a hundred faculty, conducting world-class research in accounting, economics, finance, management science, marketing, organisational behaviour, strategy and entrepreneurship. We have four research institutes focusing on thought-leadership and impact, and a vibrant network of student and alumni clubs. Together, they generate a remarkable flow of high-quality content and activity for our global community of more than 50,000 current students and alumni. Our task is to ensure we channel this activity into purposeful engagement that supports the School’s purpose and goals. |
| **Job Purpose** |
| As Events Executive, you will be a key member of our specialist Events Team. Working in partnership with colleagues and stakeholders across the School, you will contribute to the planning and delivery of high-quality events and experiences that bring the London Business School brand to life and engage and inspire our audiences. Leveraging your events expertise, you will work as part of a team managing the end-to-end delivery of a portfolio of high-profile events, including speaker series, international events, conferences, donor cultivation activities, receptions, Faculty and Research Institute activities, graduation ceremonies and engagement events. You will contribute to the development of well thought-through and creative solutions to stakeholder briefs. You will support on the project management and delivery of physical and virtual events, ensuring that the right resources, both internal and external, are deployed within budget and in support of agreed objectives. You will work with stakeholders to analyse and evaluate the ROI and impact of events. You will partner with Events Managers on the planning and delivery of large scale or complex projects, supporting delivery to agreed brand standards. You will have direct ownership of some elements of complex events and may project manage smaller-scale events directly. Your knowledge of events logistics and delivery will enable you to help optimise the impact of London Business School events and to contribute ideas to enhance customer experience and engagement. Your positive approach and desire to collaborate will contribute to effective and relationships with stakeholders, resulting in impactful events.  |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:****Brand Management** * Draft and develop brand content and materials to a set brief for use in events.
* Provide specialist/technical knowledge to inform the design of brand materials, and/or the development of campaigns/ initiatives in line with best practice.
* Quality assure content developed in-house or by agencies to ensure that it meets brand guidelines.
* Act as a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

**Event Management** * Plan and deliver a range of straightforward events, and contribute to more complex projects/campaigns with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.

**Analysis and Reporting** * Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.
* Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the School’s reputation.
* Liaise across the team to prepare reports to inform review, planning and decision-making.

**Production/Technical 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 the development of new techniques, production, AV, technology trends and use insights to suggest new ways of working to support innovation in events and brand development.

**Collaboration** * Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the brand.
* Provide expert advice when required to faculty, staff and students on event / conference organisation to ensure their events meet industry standards.

**Financial Management** * Monitor and review financial activity for all events to ensure the accurate completion of standard financial and procurement processes and the provision of up-to-date information to support decision making.

**Process Improvement** * Monitor processes, systems and practices, 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 experiences.
* Production of high-quality brand content.
* Effective management of elements of complex high-quality events and guest experiences (virtual, hybrid, face-to-face).
* End-to-end ownership of smaller scale events, liaising with stakeholders as applicable.
* Contribution to the overall success of event initiatives.
* Events 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.
* Development of relationships within and outside the team, and positive feedback from colleagues and stakeholders.
* Up-to-date and accurate budgets and procurement information.
* Improvements to processes and procedures.
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| **Knowledge/Qualifications/Skills/Experience required**  |
| * Events Management qualification desirable
* May be working towards relevant professional qualification
* 2 + year experience of coordinating and delivering events
* Experience of managing external suppliers
* Experience in virtual and hybrid events
* Experience of coordinating international events preferred
* Excellent communication skills, with the ability to engage a variety of audiences/stakeholders.
* Experience of analysing and reporting on data.
* Sound understanding of the wider School’s offerings and those of competitors.
* Good project 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
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| **Staff** | **N/A** |
| **Budgets** | **N/A** |
| **Date Updated** | **17/09/2024** |