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| **Job Title** | **Events Manager** | | |
| **Reports to** | **Head of Events** | | |
| **Department** | **Communications & Events** | | |
| **Job Family** | **Brand** | **Level** | **4** |

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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 Communication 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 Manager, you will be a key member of the Events Team.  Working in partnership with stakeholders across the School, you will plan and deliver high quality events that bring the London Business School brand to life and engage and inspire our audiences.  Leveraging your specialist events expertise, you will manage 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 develop well thought-through and creative solutions to stakeholder briefs. You will project manage the delivery of physical, hybrid 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.  As a senior member of the team, you will have ownership of the delivery of a portfolio of events, or elements of more complex events. You will partner with Events Executive on projects, overseeing their work and coaching them to develop their skills and support delivery to agreed brand standards.  Your knowledge and experience of complex events logistics and delivery will enable you to optimise the impact of London Business School events and put forward innovative ideas to enhance customer experience and engagement.  Your strong stakeholder management skills will enable you to build effective and collaborative relationships with stakeholders, which result in impactful events. |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:**  **Planning**   * Contribute to the development of the broader operational events plans, managing operational plans for a portfolio of events and enabling successful implementation by prioritising and aligning planned activities. * Plan a range of strategic events (including virtual, hybrid and face-to-face), and contribute to the delivery of other large-scale projects with guidance from more senior colleagues. * Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of events.   **Brand Management**   * Use your specialist events knowledge and experience to design or procure complex brand content/materials to be used in events and/or other initiatives, ensuring they meet and exceeds customer requirements. * Ensure that events are aligned with the London Business School brand and deliver a high quality customer experience * Collaborate with contractors and agencies, with an understanding of when to bring in external expertise to support in-house capability in the design and delivery of events. * Review proposals and content developed in-house or by freelancers or agencies against internal quality assurance processes to ensure they meet brand guidelines. * Act as a key liaison for internal customers and stakeholders to build relationships, understand their needs and develop event solutions that deliver impact.   **Project/Campaign Management**   * Lead on the delivery of a portfolio of events, or act as an expert resource or manage a work stream in a large/complex project. * Manage in-house and agency resources to ensure successful delivery within budget and to quality standards and targets.   **Analysis and Reporting**   * Manage or commission data collation and analysis, probe and use findings to develop further insights to inform decisions on future events initiatives. * Liaise across the team to prepare evaluation and ROI reports to inform review, planning and decision-making.   **Production/Technical Knowledge**   * Research and keep up-to-date with industry and technological / production /AV advancements and trends to ensure that innovative and effective event solutions are developed. * Develop a deep understanding of London Business School and its competitor offerings and use this knowledge to inform innovative and high-impact brand solutions.   **Supplier/Contractor Management**   * Monitor the quality of work delivered by third-party suppliers and agencies against service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take any necessary action based on feedback and escalate issue resolution when required.   **Collaboration**   * Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best brand outcomes. * Provide expert advice when required to colleagues, faculty, staff and students on event / conference organisation to ensure their events meet industry and brand standards   **Financial Management**   * Responsibility for delivering within a specific events budget, fulfilling financial management requirements and ensuring the cost-effective use of financial resources within budget.   **People Management**   * Oversee the work of more junior colleagues in relation to projects you are leading * Coach and mentor junior colleagues to develop their skills   **Change Management**   * Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.   **KPIs:**   * Design and delivery of high-quality events & experiences. * Contribution to the development of policies and processes. * Contribution to increased audience engagement levels through events and experiences. * Events delivered on time, on budget and to quality standards. * Contribution to innovation within own area. * Production of high-quality reports and evaluation, with complex analysis to support management decision-making. * High-quality work delivered by third-party contractors and agencies. * Strong cross-team working relationships developed with key stakeholders. |

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| **Knowledge/Qualifications/Skills/Experience required** |
| * Bachelor’s degree or equivalent experience * Events Management qualification desirable * Three + years of experience as an Events Manager * Experience of planning and delivering high quality, complex events for multiple audiences, including virtual and hybrid events * Experience of managing large event budgets * Experience of delivering international events preferred * Excellent communication skills with the ability to engage a variety of audiences. * Excellent organisational and project management skills, strong attention to detail and the ability to manage multiple internal and external stakeholders. * Up-to-date knowledge of industry and technological / AV advancements. * Knowledge of business education and competitor organisations. * Experience of leading/playing a part in innovative projects, campaigns or initiatives. * Experience of managing contractors and/or agencies. * Budget management experience and commercial acumen. |

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| **Staff** | **N/a** |
| **Budgets** | **N/a** |
| **Date Updated** | **17/09/2024** |