

JOB DESCRIPTION

Job Title	Events Assistant		
Reports to	Events Manager		
Department	Brand and Marketing		
Job Family	Brand	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 role of Brand & Marketing is to bring London Business School's purpose to life through marketing campaigns, content and brand experiences to attract, retain and engage our audiences.

Job Purpose

The Events Team in the Brand & Marketing department delivers a series of School's strategic and high-profile events and supports event delivery for other departments across the School.

The Events Assistant will support the team with administrative duties and assist in the successful delivery of an identified portfolio. These events support departmental

objectives, which include profile-raising, enhancing the School's reputation and content generation, as well as supporting student and alumni engagement and lifelong advocacy.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Logistical and administrative Support

- Support Events Managers and other team members with daily administrative tasks for virtual, hybrid and face-to-face events. These include: guest list generation, producing registration reports, event badges, copy proofing, speaker forms creation, and assisting with small webinars (mainly on Zoom).
- Assistance at events; registration, ushering, coordinating aspects of virtual events (incl. networking sessions).
- Managing the event storage and monitoring stocks of event materials.
- Plan and effectively liaise with Operations teams in order to implement required services for different type of events, including AV, catering and room bookings.
- Manage the archiving and filing of departmental documents.
- Manage the administration of the internal and online events calendar
- Liaise with external suppliers (e.g. audio visual, entertainment, platform providers, etc.) to support the smooth running of all types of events.
- Ensure best practice is actively promoted and events processes are followed.
- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all clients and stakeholders.
- Co-ordinate team calendars and meetings to support efficient and effective team working and collaboration.

Customer Service and Response Management

- Respond to enquiries promptly ensuring that queries are addressed or escalated as appropriate to enable effective resolution.
- Provide excellent levels of customer service at events.
- Confidently communicate with guests and colleagues at all levels.
- Build relationships with colleagues at all levels, both within the department and School, and with external suppliers.
- To work closely with the Events and Communications Coordinator.
- Day to day management of events email inboxes. Queries responded to within the defined time period in a helpful and effective manner.
- Accurate and clear communications sent out on time with no errors or mistakes.
- All responses, invitations and requirements distributed and updated on the School's database without error or inconsistency, and all queries resolved or flagged to relevant departments.

Analysis and Reporting

- Organise, upload into and monitor event reports to ensure accurate recording, completed in a timely manner in line with established processes.
- Collate information to produce regular standardised post-event analysis.

- Archive all photos and films from all events.

Financial Management

- Accurately process purchase orders and invoices and input financial data into systems to support the tracking of team budgets.

Process Improvement

- Proactively review relevant processes and systems within own area of work and make suggestions to improve efficiency and effectiveness.

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:

- Quality event materials produced, available and distributed in a timely manner.
- Effective diary management.
- Timely response to and resolution of enquiries, requests and issues.
- Positive feedback from project, campaign and events managers.
- Accuracy and integrity of data in business systems.
- 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.

(events assistant ones)

- Support the delivery of all events elevating customer experience, digital experience, coordinating processes with suppliers and taking ownership on part of projects.
- To constantly review current guidelines to manage hybrid and virtual events in a safe manner and always in keeping with the school guidelines

Knowledge/Qualifications/Skills/Experience required	
<ul style="list-style-type: none"> • Further education or equivalent experience. • Desire to develop a career in events management. • Good communication skills and the ability to address a variety of stakeholders. • Sound working knowledge of standard IT packages, systems and/or databases. Ability to pick up new systems quickly. • Event organisation experience advantageous but not essential. 	
<ul style="list-style-type: none"> • Proactive approach to relationship development with colleagues and stakeholders • Excellent attention to detail • Ability to maintain a strong connection between diverse departments. • Experience of leading delivery within a complex organisation with multiple competing demands. • Ability to work under pressure and prioritise workload to meet tight deadlines. • Ability to work as part of a team and develop. • Excellent telephone manner and customer service skills. • Proactive, flexible approach. 	

Staff	
Budgets	
Date Updated	