

JOB DESCRIPTION

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| Job Title | Events Manager | | |
| Reports to | Senior Programme and Communications Manager | | |
| Department | Institute of Entrepreneurship and Private Capital | | |
| Job Family | Business Services | Level | 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.

About the Department

Entrepreneurship and finance have been at the heart of London Business School for the last 20 years. In 2021, we launched the Institute of Entrepreneurship and Private Capital (IEPC), born from a timely merger of the Institute of Innovation and Entrepreneurship and the Centre for Private Equity.

Both the Institute and Centre were already hugely significant, within London Business School and as parts of the wider business ecosystem. Together, we will aim to become an unparalleled centre for education, policy shaping and events covering all aspects of entrepreneurship, from idea generation to financing, and private markets investing. The IEPC will help create and finance the companies of the future and shape the people who will lead them, commensurate of a globally leading business school.

The Institute organises, supports and sponsors a wide range of thought-provoking events, international conferences, competitions and initiatives. Our world-class activities run throughout the year to promote entrepreneurship, family business and private capital across sectors and industries.

Job Purpose

We have an exciting opportunity for an Events Manager to join us in organizing and coordinating a diverse calendar of internal and external events, as well as flagship conferences planned throughout the year and beyond.

The Events Manager will be responsible for planning and executing a variety of events, ranging from 30 people gatherings to larger 250 people conferences. These events cater to a diverse audience, including students, alumni, faculty, practitioners, startup founders, and professionals in the private equity or family office industry.

Working closely with the IEPC team, the postholder will be proactive, confident, professional, and able to apply logical thinking to ensure the smooth organization and execution of events, both online and in-person.

We are looking for a skilled and experienced individual with a strong track record of organizing events and collaborating within diverse teams. The ideal candidate will possess excellent communication skills, a robust work ethic, and the ability to manage multiple projects effectively. This role offers the chance to contribute to high-profile, commercially impactful events at a leading business school, all while working within a friendly and supportive team environment.

As an Events Manager, you will collaborate closely with various departments, including Campus Services, Catering, AV, IT, the Advancement Team, Marketing and Communications, Student Clubs, and Alumni Networks, ensuring seamless coordination and successful delivery.

You will be expected to provide exceptional customer service to all stakeholders, responding promptly to inquiries, offering tailored support, and ensuring that each event runs smoothly from start to finish. Going the extra mile to exceed expectations and creating a welcoming and professional experience will be a key aspect of the role.

This exciting position is a full-time hybrid role: 2 days in the office, 3 days from home. On event set-up and delivery days the successful candidate will be required to be on site. This could change over time depending on business needs. Flexible working hours can be discussed.

Key Areas of accountability and Key Performance

Key areas of accountability:

Administration:

- Undertake administrative tasks involved in all aspects of event organisation, including sourcing venues, organising logistics for transporting event materials, catering, creating and managing invitations, response tracking, delegate management, badge and pack creation, attendance, and success analysis.
- Manage ad hoc administration requests for the IEPC including, invoices, expenses, and POs, create new cost centres, and add new suppliers.

Event Delivery and Support:

- Manage and own the end-to-end delivery of assigned events and conferences within the IEPC, delivering on time and within budget.
- Produce, project manage and deliver events and activities to an exceptionally high standard.
- Resolve event related day-to-day enquiries, ensuring an efficient and first-class service is extended to all stakeholders.
- Provide excellent customer service to all stakeholders before, during and after the event.
- Manage event registration page, ticketing, and attendee communications.
- Work directly with the key stakeholders to produce a comprehensive, strategy-led programme of events/events calendar and avoid overlaps.
- Work with the LBS and IEPC teams to ensure events are well attended, have a clear message, and targeted to suit specific audiences.
- Manage conversations and relationships with external and internal partners and suppliers to ensure project deliverables are met.
- Utilise strong leadership skills to develop event and project proposals to ensure they reflect IEPC's mission.
- Ensure your Line Manager receives regular updates regarding all planned activity and act upon feedback where appropriate.
- Oversee event set-up, including signage, equipment, and other necessary arrangements. Coordinate on-site event operations, including registration, speaker support, and attendee assistance. Ensure the smooth running of each event (including rehearsals) - make sure there is adequate staff and volunteers in place, and they are fully briefed.

- Develop briefing documents for delegates, IEPC/LBS staff, volunteers and speakers and set up briefing meetings.
- Bring creative ideas to brainstorming sessions.
- Collaborate with internal or external partners to deliver partnership events.
- Stay updated on industry trends and best practices in event planning and execution.
- Recruit volunteers and manage the volunteer student committees and on the day volunteers to deliver the event.
- Provide event support to all staff within IEPC to raise awareness of our services internally and externally to LBS.
- Ensuring positive sponsor relationships by delivering requirements.

Marketing:

- Assist the Senior Programme and Communications Manager with all event communication, through clear verbal and written correspondence with speakers, staff, guests and service providers.
- Ensure events-related communications are accurate, prompt and provide the necessary information to the delegates.
- Gather and review information from speakers and individuals required for marketing collateral or event information pages in a timely manner.
- Work with the Marketing and IEPC team to produce marketing event collateral. Where necessary use design skills (PPT, Canva) to create or update existing collateral templates, adhering to the brand guidelines.
- Prepare event listing collateral for internal listing and websites.
- Ensure event listing pages (Eventbrite, Campus Groups etc.) are accurately set up with the necessary information.
- Maintain and update the CRM system as and when necessary, ensuring accurate data is recorded and added.

Analysis and Reporting

- Prepare and send customer surveys for events, gather feedback and prepare reports post event.
- Independently collate, cleanse and analyse data, and make recommendations based on analysis to support the department's decision-making process.
- Liaise across the team and other departments to prepare event reports to inform review, planning and decision-making.
- Prepare event related information for the RCRC reports to be submitted twice a year, and impact report.

Eligibility checks

- Undertake enquiries into potential delegates for certain exclusive conferences/events (e.g. Family Office Conference and the CFO Private Business Forum) in accordance with an established procedure to establish eligibility. Ensure promptly communication with the relevant stakeholders.

Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, to raise the team's profile, and to drive consistency of approach/standards through the wider School, thereby enabling effective service delivery.

Project Management

- Plan and deliver a range of projects, and/or contribute to more complex projects with guidance from more senior colleagues, to ensure delivery against project/event time, cost and quality standards, and targets.

Financial Management

- Monitor, review, and update financial activity and records for the area of specialism to ensure accuracy, budget adherence, and timely provision of financial information to support decision-making.
- Manage event budgets and provide regular updates and reports to the Line Manager.

Process Improvement

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in the light of changing needs, feedback and/or current best practice thinking; follow through on improvements once agreed.
- Design and develop materials and guidance, with supervision from more senior colleagues, for use in the provision of an efficient and effective event management. Gather resources and relevant information for efficient event management.

KPIs:

- Deliver high-quality events on time and within budget, ensuring exceptional customer service and positive feedback from attendees and stakeholders.
- Complete administrative and financial tasks promptly and accurately, ensuring thorough and precise record-keeping.
- Accurately verify delegate eligibility, communicate promptly, and resolve related queries quickly.

- Develop trusted relationships with stakeholders and foster collaboration to enhance event outcomes and long-term engagement.
- Gather and review accurate, error-free content for event collateral and communications, ensuring timely distribution and clarity.
- Ensure clear, timely, and proactive communication with all stakeholders, including delegates, sponsors, speakers, and internal teams, to maintain alignment throughout the planning process.
- Conduct thorough post-event analysis, including attendee feedback, budget reconciliation, and actionable recommendations for future improvement.
- Provide a seamless attendee experience, from pre-registration and ticketing to on-site or virtual participation.
- Drive continuous process improvement in event delivery, contributing to the enhancement of the School's reputation and rankings.

Knowledge/Qualifications/Skills/Experience required

Qualifications

- Bachelor's degree or relevant qualification.
- This may be supported by a specialist Events Management qualification or significant relevant event management experience.

Skills:

- Exceptional communication skills in English, both verbal and written, with the ability to articulate complex ideas clearly, confidently, and effectively to a diverse range of stakeholders at all levels.
- Strong interpersonal skills, enabling the establishment of rapport and building robust networks inside and outside the organization.
- Proficiency in Microsoft Office, including Excel and PowerPoint.
- Strong project management skills, ensuring delivery on time and within budget.
- Analytical skills to interpret data and provide actionable insights.
- Design skills with tools like Canva or PowerPoint, adhering to brand guidelines.

Experience:

- Proven experience organizing and managing events from concept to execution.
- Experience of using software to extract, analyse and report on data.
- Proficiency with event registration and ticketing platforms, CRM, surveys and other tools (e.g. Eventbrite, Qualtrics, Spotler, Zoom, Campus groups etc.).
- Good project management skills.

- Positive experience of working within a customer-services orientated environment.
- Experience managing event budgets and reconciling expenses post-event.
- Experience coordinating with internal teams and external vendors or stakeholders.
- Experience developing event marketing collateral in collaboration with communications teams.
- Experience of conducting and managing day-to-day administrative tasks.
- Understanding of health and safety regulations, risk assessments, and compliance related to large-scale events.
- Familiarity with GDPR or similar data protection laws, particularly regarding attendee information and registration systems.

Personal Qualities

- Professional, self-motivated, self-sufficient and accountable, with a positive and proactive attitude.
- Flexible, embracing change with enthusiasm while demonstrating strong problem-solving skills and adapting quickly to shifting priorities.
- Creative and resourceful, with the ability to bring fresh ideas to event planning and execution.
- Advanced planning and strong organisational skills.
- Strategic and forward thinking whilst deadline driven, and results focused.
- Calm and professional under pressure, adept at multi-tasking.
- High attention to detail and accuracy in all aspects of event planning and execution.
- Ability to establish rapport and build strong networks inside and outside the School.
- Flexibility to work evenings on occasion as required by event schedules.
- Interest or experience working in entrepreneurship and/or private equity is desirable.
- Knowledge of the family business/ family office sector is a plus.

Resources including team management

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| Staff | |
| Budgets | |
| Date Updated | 24/01/2025 |