

# JOB DESCRIPTION

<b>Job Title</b>	<b>Communications &amp; Events Coordinator</b>		
<b>Reports to</b>	<b>Dual reporting line to Head of Communications and Head of Events</b>		
<b>Department</b>	<b>Marketing &amp; Communications</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>2</b>

## 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 Marketing & Communications department is responsible for building the health of the London Business School brand, along with developing and delivering the School's marketing and communications strategy. The team is accountable for developing communications, which engage and activate customers throughout their LBS journey, all underpinning delivery of business targets. The priorities of the department are as follows:

- Elevate the London Business brand and protect the School's reputation
- Fuel outstanding and diverse pipeline growth
- Optimise the customer acquisition journey
- Drive Alumni/LBS community engagement and advocacy.

## Job Purpose

The Communications & Events Coordinator will report directly into the Heads of Communications and Events, and will be the administrative and operational support for the broader team.

The role is an ideal opportunity for an intelligent and ambitious individual with a keen interest in public relations, communications, public affairs and events; and is looking to take the first stepping stone of their career.

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

### **Key areas of accountability:**

#### **Content**

- Production of the LBS weekly newsletter
- Publishing content to a number of LBS owned channels, e.g.: London.edu; Forbes; LBS plasma screens and the LBS content management system
- Updating content on London.edu
- Dissemination of content to LBS stakeholders (students, alumni, staff, faculty etc.)

#### **Events**

- Support the Strategic Events Team with daily administrative tasks including guest lists generation, creation of event badges, collating event packs and collateral
- Assist with monitoring the email inboxes on specific events
- Support the invite and registration process on specific events, ensuring all practices are GDPR compliant, and send delegate correspondence
- Monitoring stocks of event materials and ordering when required
- Prepare gift bags and coordinate event merchandise as required
- Occasional onsite assistance at certain events including registration and ushering duties, ensuring the delegates' experience is consistently high quality
- Create post event surveys, collate of delegate feedback
- Post event admin and other ad hoc Including delegate thank you emails, accurate attendees lists and updates to the main database
- Ensure best practice is actively promoted and events processes are followed

#### **Media monitoring and reporting**

- Daily media monitoring and tagging
- Production of the weekly newsletter

- Production of the quarterly coverage reports

### **Administration**

- 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.

### **Customer Service**

- Respond to standard enquiries promptly ensuring that queries are addressed or escalated as appropriate to enable effective resolution.

### **Project/Campaign Co-ordination**

- Book services of internal suppliers/ resources (e.g. audio visual, catering, etc.) to support the smooth running of projects and/or campaigns
- Provide support (e.g. research, external benchmarking) to small projects to support project planning and implementation.

### **Analysis and Reporting**

- Organise, upload into and monitor databases and records to ensure accurate recording, completed in a timely manner in line with established processes.
- Conduct market research tasks (e.g. competitor/press analysis), and process findings to support senior colleagues in the identification of patterns and trends.

### **Collaboration and Support**

- Provide support to colleagues within and outside the team as and when opportunities arise, to promote collaborative working across the School.
- Act as a Deputy to the Chief Marketing Officer's Executive Assistant and Office Manager.

### **Financial Management**

- Raise and manage purchase orders on behalf of the events team, and process invoices accordingly.

### **Process Improvement**

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

**KPIs:**

- Quality brand materials and content 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.

### Knowledge/Qualifications/Skills/Experience required

- Further education or equivalent.
- May hold vocational or technical qualification.
- Good communication skills and the ability to address a variety of stakeholders.
- Sound working knowledge of standard IT packages, systems and/or databases.
- Experience of software related to own area of specialism, including media platforms, team or department.
- Proactive approach to relationship development with colleagues and stakeholders.
- Good attention to detail.
- Ability to maintain a strong connection between diverse departments.
- Experience of leading delivery within a complex organisation with multiple competing demands.
- Significant people management experience with experience of leading a multi-disciplined workforce.

### Resources including team management

n/a

<b>Staff</b>	n/a
<b>Budgets</b>	n/a
<b>Date Updated</b>	19/05/21