

London First Job Description

Title: Events Manager

Reporting to: Head of Events

Context: London First is a business membership organisation, with the mission to make London the best place in the world for business. We're focused on keeping our capital working for the whole of the UK.

We've galvanised the business community to bring pragmatic solutions to London's challenges over the years.

We established Think London, now part of London & Partners, to promote the capital worldwide and encourage foreign direct investment; been instrumental in creating the Mayor of London, pioneered Teach First, driven the campaign for Crossrail and, most recently, lobbied for government action on airport capacity, which has led to the government's decision to build a new Heathrow runway.

Now, we are working on solutions to what our business leaders see as the top priorities for our capital: talent, housing and transport. We also scan the horizon, link with other cities, and support our members on the key issues that will keep our capital globally competitive.

Scope: Permanent

Role overview

This role sits within a newly-formed brand & marketing function at London First that aims to create a compelling events proposition that supports recruitment and retention, and grows commercial income.

The Events Manager plays a key role in both the planning and delivery of the events programme, as well as line-managing one of the two Events Coordinators. The events team delivers a varied programme of c.120 events per year, ranging from small policy roundtables to large commercial conferences and awards. This mix of policy and commercial activity provides the backbone for much of London First's engagement with both members and stakeholders, and as such is a critical delivery function for both our political influence and our commercial income.

You will be an experienced events professional, combining first-rate organisation skills with innovative instinct and commercial interest, alongside experience and interest in management and development.

Key responsibilities

- Contribute to the planning and delivery of a top-performing and coherent programme of events, working proactively across teams, including the rest of corporate affairs, policy and BD, to ensure our events support member retention and recruitment as well as stakeholder engagement
- Work with colleagues across the business to ensure events are delivering optimal mix to engage stakeholders, members and targets at all levels of seniority (inc CEOs)
- Produce compelling plans to unlock and roadmap the delivery of key events
- Deliver high-impact, successful and well-received policy and commercial events
- Lead and line-manage the Events Coordinator, including development, motivation, capacity-planning, coaching, and succession planning
- Manage specific event budgets, as necessary and as guided by the Executive Director, Events
- Monitor and evaluate agreed event KPIs, ensuring events deliver measurable ROI
- Help to establish effective and efficient systems and processes to underpin the delivery of a high volume of events to high standards, such as event surveys/feedback.
- Champion improvements to LF data, working closely with the Marketing team and across the business to ensure high-quality data and insights inc via CRM are harnessed to drive events marketing and member engagement
- Ensure a compelling and coherent LF identity is implemented in events (content, visuals etc), working closely with the marketing team

- Manage effective and sustained relationships with suppliers and events partners to enable consistent and optimal delivery of events.
- Be a proactive member of the Corporate Affairs team, supporting the delivery of the Corporate Affairs plan: champion it - and the corporate affairs grid - across the wider LF team as part of broader LF leadership role engaging in priorities and values

Competencies

- Brilliant organization skills, with proven ability to deliver multiple parallel complex events to time and budget
- Be a brilliant team player: build partnerships with key internal and external stakeholders to maximise mutual value and benefit, amplifying London First's voice and impact. Ability to work at all levels of a business.
- Champion a culture that encourages integrity, openness, honesty and mutual respect
- Work with others to implement plans and exceed objectives, building the sense of pride in London First with demonstrable experience of managing both staff and suppliers effectively
- Creative thinker and outstanding in the inception and execution of events
- Experience monitoring and managing budgets
- Commitment to the London First values

Knowledge, skills and attributes

- Experienced events professional with a track record in achieving impact across a range of formats and audiences
- Experience of having developed and launched new events, including effectively managing internal stakeholders as well as external partners and agencies
- Excellent interpersonal skills and experience of building and maintaining successful working relationships with a range of stakeholders, including with colleagues, members, targets and partners
- Sense of humour, self-awareness and desire to continue to develop and develop others
- Motivational, inspirational and enthusiastic approach to events and line management

London First is an equal opportunity employer. Our values support our vision of a truly inclusive, culturally and socially cohesive capital. We are committed to achieving and maintaining a workforce which represents the population from which we derive our business, in terms of age, disability, ethnicity, gender, religion and sexual orientation.

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