

London First Job Description

Title: Head of Events

Reporting to: Director of Brand & Marketing

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 have 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 Head of Events leads a team of 4, with 2 events managers as direct reports, who in turn line manage 2 events coordinators. This 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 senior events professional, combining first-rate organisation skills with a strategic instinct, an eye for innovation, and commercial nous, alongside experience of developing and leading a high-performing team.

Key responsibilities

Strategy and planning

- Review, evolve and deliver the current events strategy to build on our existing success: ensuring it remains impactful, relevant to members and targets, with diverse line ups and formats to ensure enduring appeal, while enhancing London First's position as the key player in influencing the policy decisions that impact London business - all delivered on budget and on schedule and through a high-performing, dynamic team
- Forward plan 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 as well as members and targets at all levels of seniority (inc CEOs), and identify new business opportunities through events
- Produce compelling business cases and comprehensive project plans to unlock and roadmap the delivery of flagship events
- Lead and support on the delivery of high-impact, successful and well-received commercial and policy events

Management

- **Team:** Lead, develop and motivate a high performing events team, including line management, development, capacity-planning, coaching, and succession planning

- **Systems:** Establish effective and efficient systems and processes to underpin the delivery of a high volume of events to high standards, including managing capacity and spreading workload evenly across the team
- **Budget:** Create, manage and monitor events budgets, raising any issues or opportunities in good time; and working with the Commercial, Policy and Finance teams to agree realistic, strategic and stretching events commercial revenue targets
- **Reporting:** Set and ensure monitoring and evaluation of overall event KPIs, with particular focus on our flagship large commercial events, ensuring events deliver measurable ROI
- **Data:** Champion improvements to LF data, working closely with the Head of Marketing and across the business to ensure high-quality data and insights inc via CRM are harnessed to drive events marketing and member engagement
- **Look & feel:** Ensure we have a strong LF event identity, with a compelling and coherent identity running through every element of our events, working closely with the marketing team
- Ensure and oversee a top network of suppliers and events partners to enable consistent and optimal delivery of events.

Leadership

- Represent London First with key stakeholders, including with members and targets
- Deputise for the Director of Brand & Marketing as required
- Be a proactive member of the Corporate Affairs Leadership team, to support the delivery of the Corporate Affairs plan and 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.
- Establish strong credibility based on honesty and consistency
- Drive a culture that encourages integrity, openness, honesty and mutual respect
- Lead 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 programmes
- Proven experience monitoring and managing budgets

Knowledge, skills and attributes

- Experience of leading creative and impactful events within similar organisations
- Experienced events professional with a track record in achieving impact across a range of formats and audiences
- Experience of leading and developing a high-performing events team
- Experience of having developed and launched new events – in particular commercial - 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 members, targets and partners
- Proven influencing and negotiating skills that lead to a results-focused approach
- Personal stature, empathy and authority to converse with senior representatives of London First's members
- Sense of humour, self-awareness and desire to continue to develop and develop others
- Motivational, inspirational and enthusiastic approach to team leading and 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.