

Job Description

Title: Events Manager

Reporting to: Senior Events Manager

Department: Corporate Affairs - Events and Marketing team

Scope: Permanent

About the role:

This role sits in the Corporate Affairs Team within the events & 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, with responsibility for the operational delivery of a selection of our events, reporting to the Senior Events Manager. The events team delivers a varied programme of c.120 in-person, hybrid and virtual events each year, ranging from small policy briefings and roundtables to larger 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 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, communication and teamworking skills with innovative instinct and a keen commercial interest.

Key Responsibilities:

- Contribute to the delivery of the events strand of the corporate affairs strategy: ensuring the programme remains impactful, relevant to members and targets, with diverse line ups and audiences, formats to ensure enduring appeal, delivered on budget and to schedule, while enhancing London First's position as the key player in influencing the policy decisions that impact London.
- Contribute to the planning and delivery of an impactful, well-planned hybrid events programme: working proactively and collaboratively across teams, including the rest of corporate affairs, policy and BD, to ensure our events are delivering optimal mix to support member retention and recruitment as well as stakeholder engagement.
- Produce event and project plans ensuring each event has clear objectives and metrics and a critical path with achievable milestones and built-in flex. Deliver clear event briefings, ensuring speakers and LF stakeholders understand the purpose of the event and their role within it.
- Manage specific event budgets, as guided by the Senior Events Manager and Marketing & Events Director, and accurately report on progress.
- Work closely with Marketing and Comms colleagues to promote events and deliver campaigns to drive delegate numbers and income.
- Help to establish effective and efficient systems and processes to underpin the delivery of a high volume of events to high standards. Work across teams, to ensure events are delivered in an accurate and timely manner, issues are flagged proactively and early so solutions can be put in place, internal clients and team feel informed of progress and next steps.

- 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 brand 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 strategy: champion it - and the corporate affairs team's work - across the wider organisation. Contribute to meetings, update weekly events reports tracking key metrics and putting forward ideas to streamline processes.

Selection Criteria

Essential

- Strong written and verbal communication and negotiation skills and real attention to detail
- Proven ability to project manage and deliver multiple complex events that meet objectives, to time and on budget
- Strong interpersonal skills and experience of building and maintaining successful working relationships with a range of stakeholders, including with colleagues, members, business development targets, partners and suppliers
- Able to confidently use Microsoft Word, Excel and PowerPoint
- Motivational and enthusiastic approach to events and teamwork
- Sense of humour, self-aware with sound judgement and with a desire to continue to develop

Desirable

- Ability to get to grips with often complex policy issues and turn them into engaging events content
- Experience of briefing in and developing creative events materials to ensure a strong events look and feel present through onsite into to post event marketing
- Experience managing sponsorship relationships throughout the events life cycle from on-boarding through to evaluation
- Experience of event management/booking platforms and use of a CRM database (ideally Microsoft Dynamics)
- Project Management or Events qualification

About London First

Our mission is to make London the best city in the world in which to do business. We operate as a business campaigning force, with over 175 members, and are uniquely placed to champion the city.

Over the past three decades, we've campaigned for the creation of the office of London Mayor and Transport for London, for Crossrail, for congestion charging and for expansion at Heathrow; we incubated Teach First and created the UK's largest annual jobs and careers fair for school leavers, Skills London.

Now, we are pursuing an agenda that will keep London at the forefront of global business, working with and for the whole UK: people, place, competitiveness and connectivity.

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.