

**BUSINESS
LDN**



**JOB DESCRIPTION
EVENTS MANAGER**

EVENTS MANAGER

Reporting to	Head of Events
Team	Events
Contract Type	Permanent
Working Pattern	Full Time
Salary	£38,000 DOE

We're delighted you're considering joining us at [BusinessLDN](#). We offer a fantastic place to work with plenty of employee focused benefits along with a flexible and inclusive working environment.

ABOUT THE ROLE

As one of two Events Managers in a diverse team of event specialists, this role is pivotal to the overall success of BusinessLDN's extensive events portfolio.

With a mix of policy and commercial activity, covering a broad range of sectors and topics including property, infrastructure, transport, sustainability and connectivity, the events team provides the backbone for much of BusinessLDN's engagement with our members and stakeholders and is a critical delivery function for both our political influence and our commercial income.

Reporting into the Head of Events, and with support from the Events Coordinator, our Events Managers are the event project leads, responsible for the operational delivery of both our annual programme of commercial events, and our varied and agile membership events. We run c.100 in-person, hybrid and virtual events each year, ranging from small policy briefings and roundtables to larger conferences and awards, meaning the Events Manager role is busy and varied, with no two days alike.

ABOUT THE CANDIDATE

You will be an experienced events professional, combining first-rate organisation, communication and teamworking skills with innovative instinct and a keen commercial interest.

ABOUT BUSINESSLDN

At BusinessLDN, our mission is to make London the best city in the world in which to do business, working with and for the whole UK. We work to deliver the bigger picture, campaigning to tackle today's challenges and to secure the future promise of London. We harness the power of our members, from sectors that span the economy, to shape the future of the capital so Londoners thrive and businesses prosper. We support business to succeed — locally, nationally, globally. We link up with other cities around the UK, to ensure the capital supports a thriving country. We campaigned for the creation of the office of London Mayor and Transport for London, for the Elizabeth Line, for congestion charging, we incubated Teach First and run the UK's largest annual jobs and careers fair, Skills London.

KEY RESPONSIBILITIES FOR THIS ROLE

- The end-to-end delivery of your own allocation of events, as well as assisting other members of the team with their events, to ensure the events team deliver a successful and relevant annual event programme to our members and stakeholders, with diverse line ups and audiences, and appropriate formats to ensure enduring appeal.
- Contribute to the planning of an impactful, well-planned hybrid events programme: working proactively and collaboratively across teams, including communications, policy and business development, to ensure our events are delivering optimal mix to support member

retention and recruitment as well as stakeholder engagement.

- Produce and maintain event project plans and critical paths with achievable milestones, objectives and built-in flex included.
- Manage multidisciplinary project team meetings for commercial events. To include scheduling meetings, writing and sharing agendas, running meetings and writing and sharing minutes.
- Communicate effectively and work across teams, to ensure events are delivered in an accurate and timely manner, issues are flagged to senior management proactively and early so solutions can be put in place, and internal clients and team feel informed of progress and next steps.
- Manage specific event budgets, as guided by the Head of Events, and accurately report on progress to ensure events are delivered within budget and surplus revenue targets are met.
- Manage all external stakeholder communications for your events, including the delivery of clear event briefings to sponsors, speakers and attendees, ensuring high levels of customer service are achieved at all times and that BusinessLDN's stakeholders understand the purpose of the event and their role within it.
- Manage effective and sustained relationships with suppliers; source, negotiate, book and brief all event suppliers as requested by the Head of Events, including venues, production companies, photographers, VIP speakers and toastmasters/entertainment as required.
- Support the commercial sales team by issuing sponsorship packs and be the main point of contact for confirmed sponsors and event partners throughout the event cycle, ensuring contractual deliverables are met and the highest level of customer service provided.
- Champion ongoing improvements to BusinessLDN's data management, 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.
- Set up and maintain event-related databases, such as speaker, sponsor, judges, finalist databases, ensuring all data is handled within GDPR and links seamlessly with the CRM.
- Work closely with marketing and comms colleagues to promote events and deliver campaigns to drive delegate numbers and income.
- Assist the marketing team to ensure a compelling and coherent brand identity is implemented across event marketing materials and in line with brand guidelines. This includes the timely creation of event websites and web updates, and the proofing of all digital and printed promotional materials relating to events.
- With the Head of Events, help with the ongoing review of processes and systems to ensure they remain effective and efficient, underpinning the delivery of a high volume of events to high standards.
- Be the onsite point of contact for all your own events and also assist the team onsite with their events as required.
- Have a clear understanding of the organisation's policies, mission statement and objectives, as well as the event team's specific KPIs, and play an active role in ensuring we achieve these.

From time to time, the post holder may be required to carry out duties not listed here; this will first be discussed between the post holder and line manager.

WHAT WE'RE LOOKING FOR

Criteria	Essential	Desirable
Strong written and verbal communication skills, with real attention to detail.	✓	
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.	✓	
The ability to influence and negotiate at all levels, across different disciplines and workstreams	✓	
Proven ability to project manage and deliver multiple complex events that meet objectives, to time and on budget.	✓	
Able to confidently use Microsoft Word, Excel and PowerPoint	✓	
Motivational and enthusiastic approach to events and teamwork, with a proactive approach to self-development.	✓	
Demonstrate an effective and resourceful approach to addressing issues and problem solving.	✓	
A strong understanding of business and organisational risk and the ability to analyse situations and apply judgement on decisions.	✓	
Awareness of BusinessLDN's reputation and be a positive ambassador of the organisation whilst onsite at events and in all external communications.	✓	
Experience of event management/booking platforms and use of a CRM database (ideally Microsoft Dynamics)		✓
An understanding of membership, association, or policy-led events within a not-for-profit organisation.		✓