



## **JOB DESCRIPTION**

**Post Title:** Events and Student Experience Manager  
**Reports to:** Director of Marketing, Recruitment, Communications and Events  
**Grade:** UK Campus Professional Services Grade X – Manager

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### **Job Summary and Purpose:**

We are seeking a proactive, enthusiastic Events and Student Experience Manager to join the Brand, Communications and Events team at ESCP London Campus. The Events and Student Experience Manager will be responsible for managing and delivering the London Campus strategic and reputational events programme. These events support departmental objectives, including profile-raising, enhancing the School's reputation and content generation, and supporting student and alumni engagement and lifelong advocacy.

The post holder will also work with other campuses on running cross-campus events, and will be the primary contact for the London Campus when it comes to events and student societies. The person will assist in utilising School facilities for hosting conferences and events as required, and will be expected to liaise with external and internal users of School facilities and provide information and support throughout the booking process and events themselves.

Our audiences and events are hugely varied, including current students at graduation, the Annual Summer Gala, festivals, welcome/farewell events, career workshops, internal conferences, open days, alumni cocktails, sports events, staff events, seminars and lectures, and other more bespoke event programmes. Additionally, the job holder will support student societies throughout the year. The job holder will line manage an executive and collaborate closely with other teams across the School to ensure the smooth planning and delivery of events.

The successful candidate will have experience of running events, the ability to think strategically, and a customer-focused approach. This is a varied and demanding role that requires strong events-management experience, excellent interpersonal and influencing skills, a problem-solving approach and the capacity to work under pressure to tight deadlines. A flexible approach to work and working hours is necessary since many events take place during evenings and occasionally at weekends.

### **Main Duties & Responsibilities:**

#### **Event Planning and Management:**

- Plan and deliver the annual strategy and plan for School and student-societies events (a mix of virtual, hybrid and face-to-face).

- Play a key role in the implementation of the events strategy, which supports the School-wide objectives.
- Management of the day-to-day activities and logistics related to the School's events and student-societies programme (i.e. booking rooms, room set-ups, etc.).
- Ensure events are executed to the highest standards, to deadline and on budget, and that final sign-off is sought for all costs related to the budget.
- Keep the London events calendar and diaries up to date.
- Produce all events-related items, including delegate lists, badges, online feedback forms, event details, hardcopy and online flyers.
- Communicate with attendees to request/chase information for event projects, such as company information, photos, logos, adverts.
- Responsible for setting up and dismantling of the conference room for event-related activities such as meetings and events.
- Actively utilise attendee feedback to improve services and highlight areas of success and improvements to the senior management team.
- Ensure that event administration is organised, accurate and follows established policies and procedures.
- Provide outstanding customer service in support of the customer-experience expectations of the School.
- Collaborate closely with team members and other departments across the School to enable cross-department working, sharing of intelligence and expert advice, identifying new opportunities and stronger development of the ESCP London Campus.
- Provide expert advice when required to the Events Executive, faculty, staff and students on event/conference organisation to ensure their events meet industry standards.
- Assist with the company's presence at external events organised by industry partners.
- Monitor process systems and practices in place for events delivery, and plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practices.
- Collect and analyse event feedback and advise Senior Management.
- Revise event policies and procedures where necessary in line with the evolution of business needs.
- Ensure health and safety and risk assessments are thoroughly followed.
- Act as an 'ambassador' for the School.

#### **Student Societies:**

- Assist in the development and management of society processes, ensuring the effective and efficient delivery of a range of innovative and inspirational opportunities for students.
- Ensure societies are deployed in a considered and targeted manner to reach a wide range of student groups.



- Collect effective and accurate data and ensure key society-success stories, metrics, and targets are recorded.
- Plan events and activities for societies to help their growth and development. This will include assisting with the annual society award.
- Provide students with the opportunity to create and join shared-interest student-group societies and support their maintenance.
- Facilitate and support student societies to operate effectively by following the School's health and safety procedures and ensuring risk assessment is in place.
- Support the growth of societies and assist in the reporting and analysis of their work.

#### **Analysis and Reporting:**

- Produce the monthly and annual events and student-societies report.
- Develop objectives and metrics for each event in collaboration with stakeholders and ensure systematic reporting against those metrics.
- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievements of key performance indicators and targets for each event.

#### **Marketing and Communications:**

- Develop and implement event marketing and communications plans in liaison with key stakeholders and departmental colleagues.
- Develop marketing assets, including invitations and event collateral, and set the design to adhere to the School's brand guidelines.
- Ensure the Dean, faculty, senior staff, speakers, and key stakeholders receive full event and logistics briefings.
- Approve any material produced internally and externally for the promotion of events at the School.
- Lead on maintaining the events area on the website, event information, tickets, etc.

#### **Finance and Budgeting:**

- Oversee the annual events and student-societies budget and report on profit/loss.
- Managing budgets, signing off costs and aligning with School policy.
- Liaise with Finance about events invoices, payments, etc.
- Ensure the effective cost management of events, including purchase orders and invoice management.
- Work with the Marketing, Recruitment, Communications and Events Director to identify additional income streams for event upgrades, such as sponsorships and/or paid events.
- Keep the income area of the individual event profit-and-loss accounts up to date.

#### **Team:**

- Oversee and monitor holiday requests, sickness and time keeping.



- Support the recruitment process when necessary.
- Lead and motivate the executive to ensure it is always achieving its objectives.
- Liaise with Finance about events invoices, payments, etc.

**Other Duties:**

- Monitor new technology and trends in events and use insights to suggest new ways of working to support innovation in the events area.
- Undertake regular competitor analysis and industry-trends research to identify new opportunities.

**Person Specifications:**

**Skills/Experience Required:**

- Solid events-management experience and the ability to manage third parties in the quest to stage events for the company.
- Experience in working within budgets and to tight deadlines.
- Strong project-management skills.
- Ability to work independently and as part of a team, with minimal supervision.
- Student-centred, advisor-oriented approach with the ability to perform multiple tasks effectively and efficiently.
- Excellent organisational and communication skills (both written and oral, at all levels) and the ability to address a variety of stakeholders.
- Proactive approach to relationship development with colleagues and stakeholders.
- Good negotiation skills.
- IT literate in all aspects of Microsoft Office.
- Excellent attention to detail.

**EDUCATION & EXPERIENCE:**

- Minimum of three years' experience in an events-related role.
- An events-related qualification is desirable.
- Fluency in French language a plus.

**OTHER ATTRIBUTES:**

- Must have a professional manner and attitude.
- Must be willing to learn and adapt to change.
- Self-motivated and confident, and able to work as part of a small team and on own initiative.

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**All staff are expected to:**

- Support equality of opportunity and equity of treatment to colleagues and students in accordance with the ESCP Europe Equal Opportunities policy:
  - ESCP Europe confirms its commitment to equal opportunities in all its activities. It is intended that no job applicant or employee will receive less favourable treatment on the grounds of political belief, sex, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion or social class. Selection and promotion criteria will be kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits, and are not disadvantaged by conditions or requirements which cannot be shown to be justifiable.
- Help maintain a safe working environment by:
  - Attending training in health and safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
  - Following local codes of safe working practices and the School Health and Safety Policy.

**The post holder must:**

- Respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- Carry out their responsibilities with due regard to the non-smoking environment of the School.
- Undertake such other duties within the scope of the post as may be requested by the immediate line manager.
- Attend training courses that may be identified as necessary by the line manager.
- Undertake additional duties as may be reasonably required, commensurate with the level of responsibility.

This job description is a guide to the minimum requirements of the job. It is not intended to restrict activities, which will contribute to the Mission Statement of the School.

This is a specification of the job as it is at present constituted. It is the practice of this School to periodically review and examine employees' job descriptions and to update them to ensure that they relate to the job as presently performed, and to incorporate whatever changes are proposed.

You will be expected to participate fully in any discussions relating to updating and/or changing your job description. It is the School's aim to reach agreement to reasonable changes but if agreement is not possible, management reserves the right to insist on changes to your job description after consultation with you.

Signed by \_\_\_\_\_ Date: \_\_\_\_\_  
**(Post Holder)**



Signed by \_\_\_\_\_ Date: \_\_\_\_\_  
**(Line Manager)**