



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Events and Student Experience Manager (Maternity Cover)

Department/Division: Extended Education
Marketing, Extended Education

Accountable to: Head and Deputy Head of

Overview of the Unit

The Extended Education Unit is a highly successful and commercially driven team that delivers LSE's open enrolment short courses and distance learning degree programmes, spanning from new undergraduates to senior working professionals.

- The LSE Summer School is recognised as a global leader and is one of the top two Summer School programmes in the world measured by student enrolments (nearly 8,000 in 2024). The Summer School runs across an intensive 9-week period every summer on the LSE campus.
- Executive Education Courses – a growing programme of executive education open enrolment courses which attract a global audience of senior leaders from the private and public sectors and achieve excellent recommendation rates from participants.
- LSE Online – our portfolio of online programmes makes LSE's world-leading teaching and research accessible to a global audience of professionals at various stages in their careers.
- The University of London Programme (UoLP) was the originator of distance learning more than a century ago. In excess of 20,000 students across nearly 40 countries are currently studying LSE designed degrees either through distance learning or accredited organisations.

The programmes represent valuable revenue sources for the School, generating critical funds to invest in teaching and research activity. All our programmes operate in increasingly competitive markets and have high ambitions for growth.

The Unit's objectives are to continue to expand its programmes in order to take advantage of the School's academic expertise, but also solidifying their competitive advantage by ensuring that participants have the optimal experience both academically and socially whilst at LSE.

Job Summary

The ongoing success – and future growth of these programmes is reliant upon establishing a sector leading student experience that drives student retention, achievement and satisfaction.

The post holder will report to the Head and Deputy Head of Marketing, LSE Extended Education, and will play an active role in shaping the prospective and current student experience across our portfolio of



programmes, in addition to effectively supporting the alumni engagement strategy. He/she is specifically responsible for delivering:

- The on-campus student experience in London, including the social and professional development programme, hospitality and all other Unit events.
- Event management for the Summer School, Executive Education and LSE Online, plus any other ad-hoc events.
- Liaising with LSE ancillary services to deliver the best possible student experience across catering, facilities, and the LSE student union amongst others.

Garnering the support of key stakeholders around the School is essential to deliver an extensive live programme of events for our programmes that goes beyond just social functions. This includes but is not limited to, career and professional development sessions, sporting opportunities, general interest, and wellbeing and fitness.

A significant investment in social events and trips is made each year on the Summer School and the post holder will look at ways of identifying efficiencies in spend as well as developing events and maximising revenues. The Summer School runs an established roster of on-campus social events, as well as trips within London and across the south of England (e.g. theatre trips, Oxford and Cambridge trips etc.). Ensuring events and excursions are run efficiently and safely is of paramount importance.

You will also be expected to further develop and innovate on our existing professional skills programmes, Spark, identifying improvements and gaps in our provision. The development of this provision will help to raise the all-round quality of our programmes and will act as an important recruiting tool.

A key aspect of this role will also be to develop a new portfolio of Executive Education and LSE Online events to support recruitment and alumni engagement.

To be successful in this position you will be creative, outgoing and organised. You will possess the ability to multi-task and communicate ideas and instructions effectively. You will be responsible for the line management of the Events and Student Experience Officer, ensuring that they are well motivated and able to develop in the role.

The post holder will be exposed to a range of different audiences, from international undergraduate students through to senior level executives at multinational corporations. Building effective relationships with these different audiences quickly is critical to the role. You will also have a proven track record of successful event organisation and to have organised and managed large-scale events. Previous experience of working in a face-to-face capacity with students and/or senior professionals is highly desirable, but not essential.

Duties and Responsibilities

Project Management

- Manage and produce an annual roster of events, from small group student activities, staff events, receptions, professional networking events, and large-scale events with 800+ attendees.

Service Delivery

- Tailor activities to suit the needs of distinct audience groups (international undergraduate students in London for short term study; students studying online or at teaching institutions outside of the UK; senior level global executives, professional HE staff, academics, postgraduate students and researchers).



- Work with the School's catering division to deliver the best possible provision across a range of programme events including, student welcome receptions and parties, drinks receptions for international stakeholders, executive and online alumni and recruitment/networking events, and more.
- Continuously assess and improve events and student experience initiatives through surveys and participant feedback. Using this information and data to identify potential new areas of development and improvement for new and existing activities.
- Take a proactive approach to addressing any significant negative feedback to continuously improve student satisfaction.
- Deliver seamless digital events such as webinars that are sector leading in terms of quality and audience engagement.
- Use technology to reach across large, often geographically dispersed audiences, and to create a virtual sense of community.

Operations

- Deliver high quality, safe events that comply with the school policies and procedures, with particular reference to health and safety.
- Develop, manage, and oversee the event budget, ensuring cost-effective use of resources while maintaining high-quality standards; track expenses, negotiate with vendors, forecast accurately, and identify cost-saving opportunities to optimise financial performance.
- Completing accurate risk assessments for all events, where necessary.
- Securing and booking appropriate venues for events.
- Work with internal school systems such as finance, room bookings and E-Shop.
- End-to-end management of event invitations, ticketing and guest lists.
- Manage and innovate ticketing technology to deliver excellent satisfaction for event attendees
- On the day event production. Manage efficient logistics for event set-up and break down in liaison with LSE stakeholders and 3rd party suppliers.
- General administration, management and continuous improvement of office systems.

Communication

- Create and maintain a sense of excitement, anticipation and community amongst participants, both in advance of arrival and during the programmes.
- Write proposals for new student experience initiatives and events for consideration by the senior leadership team.
- Create clear and concise event plans and communicate them to event stakeholders and suppliers.
- Write clear staff and speaker briefing documents where required.
- Write engaging copy for event marketing collateral and invitations.
- Develop and maintain excellent working relationships with relevant LSE units including; security, room bookings, catering, portering, Design Unit, Reprographics, LSE Careers, LSE LIFE, LSE Library, LSESU etc.
- Communicate return on investment through regular reporting.
- Work closely with the Marketing Managers, to promote events to deliver high levels of audience engagement. Use benchmarks to assess and improve attendance.
- Support the Marketing Managers in identifying, capturing and promoting successful stories of participant engagement, and identifying participants to promote the programme to their peers.
- Oversight of the Summer School Events inbox during the busy summer months.
- Communicate professionally with senior managers and academics, and at a customer level with international students and executive participants.
- Act as host of events when required.

Events and Social Programme



- Manage and maintain an established core programme of Summer School social events (day trips, theatre trips, receptions, boat parties etc.) whilst improving the ancillary offering based on student feedback and sector trends.
- Manage and develop the Spark series of professional development events, liaising with departments across the School to keep the portfolio relevant and impactful.
- Develop a new portfolio of Executive Education and LSE Online events to support recruitment and alumni engagement.
- Use creative flair in designing events that appeal to a discerning audience, and that are befitting of a world-renowned centre of research and academic excellence.

Student Experience

- Engage with the wider School and deliver to short term and distance learning students, many of the benefits afforded to full time LSE students.
- Continue to develop new initiatives to improve student experience outside of the academic content of the course (wellbeing, study skills, and particularly career and professional development).
- Take responsibility for the development of the key professional skills programmes. Identifying new initiatives, and continuously improving existing provision.
- Research and monitor best practice within the HE sectors with regard to providing the best possible student experience.

Management

- Manage the annual events budget and put forward financial proposals for new initiatives.
- Create and manage individual event/project budgets.
- Work on event pricing strategy where appropriate and forecast expected revenue from ticket sales.
- Take responsibility for meeting ticket sales and revenue targets.
- Negotiate with external suppliers to ensure best value is always achieved for the School.
- Line management of the Events and Student Experience Officer, ensuring annual reviews are undertaken and supporting their professional development.
- Allocate appropriate tasks to the Events and Student Experience Officer, setting priorities and deadlines.
- Conduct post event debriefs and evaluations with internal and external stakeholders.
- Develop and maintain a calendar of events taking place across the programmes.
- Brief and motivate temporary support staff (such as events stewards) where required.
- Determine appropriate staffing levels, recruitment, and coordination of staff to cover events and social programme trips within and outside of London.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Due to the nature of the role, some evening and weekend work will be required which will be compensated for with Time Off In Lieu (TOIL). Occasional international travel may be required. The post holder must be willing to work unsociable hours where necessary.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity,



race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.