



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

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

Department/Division: Extended Education
Marketing, Extended Education

Accountable to: Head and Deputy Head of

Competency	Criteria	E/D	
Knowledge and Experience	<ul style="list-style-type: none"> Proven experience within a student experience, events or conferences focused role 	E	
	<ul style="list-style-type: none"> Creative flair in planning and delivering large-scale events and activities to discerning audiences 	E	
	<ul style="list-style-type: none"> Experience of managing multiple projects within budget 	E	
	<ul style="list-style-type: none"> Proven ability to manage and engage with a diverse range of stakeholders, ensuring effective communication and collaboration across various levels and departments 	E	
	<ul style="list-style-type: none"> Adept at using Microsoft Office applications 	E	
	<ul style="list-style-type: none"> Knowledge of online ticketing, e-commerce and event booking systems (e.g. Eventbrite, LSE e-shop) 	E	
	<ul style="list-style-type: none"> Strong understanding of event health and safety guidelines and policy 	E	
	<ul style="list-style-type: none"> Experience managing large events budgets to optimise financial performance. 	E	
	<ul style="list-style-type: none"> Hands-on website CMS updating skills 	D	
	<ul style="list-style-type: none"> Significant customer service experience, ideally with an international client base, HE students and executives. 	D	
	<ul style="list-style-type: none"> Practical experience of email marketing and social media management 	D	
	<ul style="list-style-type: none"> Planning and delivery of virtual events (webinars) 	D	
	<ul style="list-style-type: none"> Understand the current challenges faced by HE institutions, particularly within short course and online learning markets. 	D	
	<ul style="list-style-type: none"> Educated to degree level or equivalent 	D	
	Communication	<ul style="list-style-type: none"> Demonstrate a high standard of written English 	E



	<ul style="list-style-type: none"> • Create clear and concise event plans, schedules, design briefs, reports and proposals for new initiatives • Excellent verbal English. Ability to communicate confidently face-to-face with a broad range of internal and external stakeholders • Strong communicator with ability to manage stakeholder relationships effectively at all levels • Possess a friendly and approachable manner • Confident in hosting events for students, academics and senior executives • Demonstrate ability to negotiate effectively • A sense of diplomacy when involved in dealing with sensitive issues surrounding student wellbeing • Able to write creatively to produce copy for event marketing collateral. 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
Service Delivery	<ul style="list-style-type: none"> • Experience in surveying individual event and/or student experience initiatives in a timely manner, and take action to administer improvements based on the responses • Experience of establishing benchmarks through the analysis of survey data and monitoring best practice • Fully understand the diverse needs of the various different programme audiences. 	<p>E</p> <p>E</p> <p>E</p>
Planning and Organising	<ul style="list-style-type: none"> • Ability to work independently when planning particular individual projects e.g. the Summer School social programme and the executive and online alumni networking programme • Capable of recommending/ using IT systems and web applications to streamline workflows. 	<p>E</p> <p>E</p>
Liaison and Networking	<ul style="list-style-type: none"> • Experience of integrating the activities of cross-functional project groups across a large organisation and also 3rd party suppliers and external partners • Confident in liaising with external partners at a senior level and influencing their decision making. 	<p>E</p> <p>E</p>
Pastoral Care and Welfare	<ul style="list-style-type: none"> • Ability to liaise with, and mobilise, the services of the School to enable equal access to all Summer School students • Awareness of equality, diversity and inclusion policies of the LSE • Experience of dealing with student/ participant welfare related issues. 	<p>E</p> <p>D</p> <p>D</p>



Analysis and Research	• Experience of building effective surveys and using survey software (e.g. Qualtrics)	E
	• Analysing data to determine event satisfaction.	E
Initiative and Problem Solving	• Experience of working with limited supervision on occasion and using own initiative	E
	• Proactive in coming up with new, appealing and cost effective live and virtual event ideas	E
	• Experience of translating conceptual ideas into workable event solutions	E
	• The ability to solve problems when circumstances and situations change at very short notice, and also where an immediate solution is not apparent.	E
Teamwork and Management	• Experience of having participated in and contributed actively to a team	E
	• Be a pro-active team member within the Extended Education unit to support colleagues and make recommendations for cross-functional student experience initiatives	E
	• Ability to manage and motivate internal and external event contractors	E
	• Experience of creating staffing schedules and managing event support staff	E
	• Proven ability to delegate effectively on a project-by- project basis, setting clear goals and deadlines	E
	• Motivate and mentor junior team members to deliver high standards and adopt a customer centric approach	E
	• Experience of line-management and staff development.	D
Decision making	• Confident in making independent decisions when dealing with on-the-day event logistics	E
	• Clear understanding of when a decision should be escalated to a senior manager.	E

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.