



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

Department/Division: SSEIP **Accountable to:** Head of Communications and Student Experience

Competency	Criteria	E/D
Knowledge and Experience	- Educated to degree level or equivalent	E
	- Proven experience within a student experience, events or conferences focused role	E
	- Creative flair in planning and delivering large-scale events and activities to discerning audiences	E
	- Experience of managing multiple projects within budget	E
	- Adept at using Microsoft Office applications	E
	- Knowledge of online ticketing, e-commerce and event booking systems (e.g. Eventbrite, LSE e-shop)	E
	- Strong understanding of event health and safety guidelines and policy	E
	- Hands-on website CMS updating skills	E
	- Significant customer service experience, ideally with an international client base/ HE students	D
	- Practical experience of email marketing and social media management	D
	- Planning and delivery of virtual events (webinars)	D
	- Understand the current challenges faced by HE institutions, particularly within short course and distance learning markets.	D
Communication	- Demonstrate a high standard of written English	E
	- Create clear and concise event plans, schedules, design briefs, reports and proposals for new initiatives	E
	- Excellent verbal English. Ability to communicate confidently face-to-face with a broad range of internal and external stakeholders	E



	<ul style="list-style-type: none"> - 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. 	E E E E E
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. 	E E E
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 networking programme - Capable of recommending/ using IT systems and web applications to streamline workflows. 	E E
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. 	E E
Pastoral Care and Welfare	<ul style="list-style-type: none"> - Experience of dealing with student/ participant welfare related issues - 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. 	D E E



Analysis and Research	- Experience of building effective surveys and using survey software (e.g. SurveyMonkey)	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 in to 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	- Experience of having participated in and contributed actively to a team	E
	- Be a pro-active team member within the Communications and Student Experience team and also across the wider SSEIP 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
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.