



## 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

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

### Overview of the Unit

The Summer School, Executive and International (SSEI) Programmes Unit is a highly successful and commercially driven team that delivers LSE's open enrolment short courses and distance learning degree programmes:

- 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, attracting over 6,000 participants annually who study on the LSE campus over an intensive 12 week period every summer.
- The University of London International Programme (UoLIP) 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 programme is steeped in history, boasting numerous notable alumni including Nobel Prize winners and a number of world leaders.
- The Unit is also responsible for executive education and postgraduate level courses teaching social science research methods.

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.

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. It is our ambition that every student who participate on an SSEI Programmes is confident the time and money they invest in their LSE education enables them to “stand out from the crowd”. It will also be a key enabler of student recruitment: providing a point of difference for our programmes in the market and delivering a world class experience that leads students to enrol on other LSE programmes and act as advocates for the programmes with their peers.

The Events and Student Experience Manager is a member of the newly formed Communications and Student Experience team.

The post holder will report to the Head of Communications and Student Experience and will form part of a team of three.

In particular they are responsible for delivering:

- The on-campus student experience in London, including hospitality and social programme
- Event management – including the annual UoLIP Symposium, Summer School 30<sup>th</sup> anniversary event, UoLIP graduation event etc.
- Liaising with LSE ancillary services to deliver the best possible student experience across residences, catering, facilities and the LSE student union amongst others
- Student welfare, ensuring our programmes are accessible to all
- Maximising opportunities for student career development and employability, with a particular focus on UoLIP

This area represents a key strategic objective for the SSEI Unit and an area of increasing investment over the next five years. The post holder will work across all four programmes, although there will be particular focus towards the two largest (Summer School and UoLIP).

Garnering the support of key stakeholders around the school is essential to deliver an extensive live programme of events for Summer School that goes beyond just social functions. This includes, but is not limited to; personal and career development sessions; sporting opportunities; faith based activities; general wellbeing and fitness. Student wellbeing activities will require liaising closely with LSE residences and other units within the LSE such as the Student Wellbeing and Disability office.

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, visits to Oxford and Cambridge etc). Ensuring events and excursions are run safely is of paramount importance, and completing accurate risk assessments is central to this.

The role will also liaise closely with the University of London International Academy staff (UoLIA) in order to deliver live and virtual events that establish a strong connection between UoLIP students studying on LSE programmes across the globe and the LSE itself, here in London.

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. 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 require 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 is highly desirable, but not essential.



## **Duties and Responsibilities**

### **Project management**

- Manage and produce an annual roster of events, from small group student activities through to academic symposiums and large-scale events with 1,000+ attendees.
- Develop and manage a programme of virtual events (inspiration and motivation/ personal and career development/ revision webinars) targeted at international students on the UoLIP programme and enrolled students for the school's annual summer programmes.

### **Service delivery**

- Tailor activity 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 executive lunches and networking events, student welcome receptions and farewell parties, drinks receptions for international stakeholders and more.
- Continuously assess and improve events and student experience initiatives through surveys and participant feedback.
- Take a proactive approach to addressing any significant negative feedback to continuously improve student satisfaction.
- Use data analysis to make recommendations that enhance audience engagement and the student experience.
- 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 school policies and procedures, with particular reference to health and safety.
- Securing and booking appropriate venues for events.
- Work with internal school systems such as finance, rooms bookings, SITS, e-shop etc.
- 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 3<sup>rd</sup> party suppliers.
- General administration; updating and management of spreadsheets and databases etc.

### **Communication**

- 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 briefing documents where required.
- Write engaging copy for event marketing collateral and invitations.
- Develop excellent working relationships with relevant LSE unit's including; security; room bookings; catering; residences; Design unit; Repro; LSE Careers; LSE Library; LSESU etc.
- Communicate return on investment through regular reporting on event satisfaction and student experience activity.
- In liaison with the Communications Officer, promote the relevant events to deliver high levels of audience engagement. Use benchmarks to assess and improve attendance.
- Ad-hoc support for delivering email and social media communications will be required at certain



times of the year.

- Communicate professionally with senior managers (including those at the University of London International Academy), and also at a customer level with international students and executive participants.
- Host events where required, and be a visible point of contact for students and participants.

#### **Events and social programme**

- Manage the Summer School public lecture series, securing speakers where necessary.
- Maintain an established core programme of summer school social events (day trips, theatre, receptions) whilst improving the ancillary offering based on student feedback and sector trends.
- 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 welfare**

- Liaise with the disability and wellbeing office and residences to ensure accessibility and support for enrolled students, as and when required.
- The post holder will be one of the points of contact with LSE residences if issues around student wellbeing arise, and will ensure that matters are communicated to senior management in order to deliver swift resolution.
- Work with the Head of Comms and SE to ensure events and initiatives complement and enhance school policy on equality, diversity and inclusion.

#### **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.
- In liaison with the Head of Comms and SE, develop new initiatives to improve student experience outside of the academic content of the course (wellbeing, study skills, motivation, personal and career development).
- Research and monitor best practice from 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.
- Allocate appropriate tasks, in agreement with the Head of Comms and SE, to the band 5.0 Communications Officer. Set priorities and deadlines.
- Post event debrief and evaluation with internal and external stakeholders.
- Build and maintain an archive of event data.
- Instruct and motivate temporary support staff where required.
- Determine appropriate staffing levels, recruitment and coordination of staff to cover events and social programme trips within and outside of London.

#### **Note**

The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

**Flexibility**

To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above. 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, including evenings and weekends.

**Equality and Diversity**

To uphold the School's commitment to equality of respect and opportunity, as set out in the [Ethics Code](#), we will treat all people with dignity and respect, and ensure that no one will be treated less favourably because of their role at the School, age, sex, disability, gender identity, race, religion or belief, sexual orientation, marriage and civil partnership, pregnancy and maternity, or social and economic background. For the full Equity, Diversity and Inclusion policy statement, please see the [EDI website](#)

**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.