

Job Title: Events Executive

Location: St. Paul's, London

Salary: £25k - £30k

BNC Ref: BNC147

Role Purpose:

The Events Executive will contribute to all aspects of event management from location selection to catering. The Events Executive will also own and manage elements of the company's UK Hospitality Programme.

Success in this role rests on the ability to create excellent experiences for clients and employee delegates. First, by caring about every detail of each event experience and secondly by being part of a team of Events professionals and helping colleagues to develop new standards of brilliance. Imagination is required to constantly innovate the company presence at major industry events and to work closely with the Events Manager to uncover new opportunities for the business to entertain its clients.

Context

The company's go-to-market strategy is to continue to develop an issues/solutions-led approach, as the firm seeks to provide its clients with insight around major issues affecting their businesses and the support to solve them. Marketing plays a crucial role in this by instigating and managing end-to-end campaigns that start in the media and digital space with brand building around key issues, through to developing relevant and timely content for relationship building in the boardroom which result in generating profitable and sustainable revenue.

Vision

For the business to be the pre-eminent, vertically integrated global commercial real estate services and investment firm serving their clients with market-leading collaboration.

KEY RESPONSIBILITIES

Stakeholder Engagement

- Produce clear project plans and event budgets for each event and co-ordinate with all areas of Marketing and Communications to produce outstanding client experiences

- Personify excellence in Event Management skills, ensuring all client interaction is first class and beyond expectation
- Demonstrate excellent response skills at all time
- Execute Events efficiently and with an eye for detail and continuous improvement

Event Strategy & Planning

- Contribute to the production of an annual programme of Events and corporate hospitality to assist the service line teams hold relevant and timely conversations with clients, targets, referrers and strategic partners, to deepen relationships and grow the business
- Support the marketing liaison with the business to identify exceptional client outcomes to which Events and hospitality can contribute
- Ensure all Events add value at each stage of the client journey and reinforce the businesses brand, sector and service line expertise
- Understand the role that content plays in Events Experiences and work closely with the Marketing team to integrate content into events

Corporate Hospitality

- Assist with the management of a commercially focused, value-adding programme of corporate hospitality per business demand and reflective of client interests, which is cost effective, cognisant of anti-bribery rules and constantly changing
- Regularly review occupancy of hospitality assets; understand usage requirements across the service lines and proactively seek alternatives where required.

Brand

- Ensure the company brand position is consistent throughout Events activity

Implementation

- Ensure that the implementation of all activity is co-ordinated efficiently and to a consistently high reflective of the businesses market leading position

SKILLS AND COMPETENCIES

Business

- Events knowledge with multi-discipline Events experience
- Knowledge of hospitality options and opportunities across the U.K
- A promising team player with high levels of energy and enthusiasm to stimulate creativity, lateral thinking and positivity in all interactions
- International Event & Hospitality management experience is desirable

Personal

- A dynamic and determined Events professional, able to manage and implement tactics in equal measure
- Commercially aware
- Good influencing and motivational skills
- Emotional intelligence with a can-do attitude and cool and calm under pressure
- Process driven and a commitment to setting an example of best working practice in all formats of Events
- Ability to simultaneously manage multiple projects while remaining flexible and agile
- Able to act under pressure with grace and a sense of humour
- Committed to the improvement of diversity throughout the workforce

Qualifications and experience

- Relevant marketing knowledge
- High profile event experience
- Proven track record of stakeholder liaison
- European languages desirable but not essential

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