

JOB DESCRIPTION

Job Title:	Events and Social Media Manager
Responsible to:	Associate Director of Marketing, Admissions and Communications (Head of Department)
Grade:	UK Campus Professional Services Grade X —

Job Summary and Purpose:

The successful post-holder will be working as part of the Brand, Communications and Events team and will be responsible for managing and marketing multiple events across the School for different stakeholders, internally and externally, to make sure the School delivers the best events possible. The person will also be responsible for the development of engaging, creative and innovative content for the London Campus social media channels, and, as well as providing analytics reports on post-performance.

A key role of the Events and Social Media Manager will be managing our alumni, school, staff and student sporting events at the London Campus. Primary responsibilities include ensuring that the agreed events strategy is implemented effectively and efficiently against budget while meeting the School and department strategic objectives.

As an independent self-starter, the Events and Social Media Manager will exhibit a high degree of professionalism when representing the School, as well as accuracy and attention to detail when interacting with different stakeholders. This role requires a strong, demonstrable ability to coordinate multiple priorities, deliverables and timelines. Your teamwork and expertise will help us deliver high calibre events such as alumni reunions, students graduations, conferences, sports events that enhance the student experience, elevate the School's reputation and increase alumni engagement.

In addition to promoting events, the Social Media Management aspect will focus on showing life at the London Campus and exhibiting what students can expect when choosing our Campus for their studies.

The Events and Social Media Manager will report to the Associate Director of Marketing, Admissions and Communications and Events (ADMAC&E). Building strong relationships and understanding the role in collaborating with other team members is crucial. The Manager will actively support other departments' events activities to enable delivery of the School's objectives.

This is a varied and demanding role that requires experience managing and implementing high calibre events as well as experience with social media, including analytics. The Manager will have excellent interpersonal and influencing skills, as well as dealing with different stakeholders. This role also requires a strong, demonstrated ability to coordinate multiple priorities, deliverables, and timelines. A flexible approach to work and working hours is necessary since many events take place during evenings and occasionally at weekends.

Main Duties and Responsibilities:

Planning and Evaluation - Events:

- Develop an annual plan for staff, alumni and sports society events
- Play a key role in the implementation of alumni, students, staff and sports events calendar which supports the School-wide objectives
- Be the point of contact for sports-related concerns and handling the approved budget for sports
- Ensure events are executed to the highest standards, to deadline and on budget, seeking final sign off for all costs related to the event budget
- Keep the London events calendar and diaries up to date and liaise with all departments to ensure accuracy of each department's activities
- Develop marketing assets including invitations, social media posts, event collateral and set design adhering to the School's brand guidelines
- Produce all event-related items including delegate lists, badges, online feedback forms, event details, hardcopy and online flyers, etc.
- Actively contribute and prepare for event-planning meetings with different stakeholders
- Responsibility for setting up and dismantling spaces for event-related activities
- Ensure event administration is organised, accurate and follows established policies and procedures
- Represent the Events team during induction days, recruitment webinars and any other relevant events
- Provide outstanding customer service in support of the customer-experience expectations of the School
- Provide expert advice when required to the faculty, staff and students on event/conference organisation to ensure that events meet industry standards
- Assist with the company's presence at external events organised by industry partners
- Work with ADMAC&E on the annual events budget and report on ROI for all the planned activities
- Thorough communication of events information with Senior Digital Communications Manager for sharing on ESCP website

Analysis and reporting – Events:

- Monitor and measure the effectiveness of events according to key performance indicators, providing weekly, monthly and yearly reports to stakeholders (ADMAC&E, Alumni Association, HR, Dean, etc)
- Develop objectives and metrics for each event in collaboration with stakeholders and ensure systematic reporting against those metrics
- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievements of key performance indicators and targets for each event
- Actively utilise attendee feedback to improve services and highlight areas of success and improvements to the senior management team

Communications & Social Media:

- Immersion into student life at the London Campus to understand what content will connect with both current students and reflect their experience accurately, and also engage with prospective students considering ESCP
- Scheduling this carefully curated content for the London Campus channels (Facebook and Instagram) and contribution to cross-campus channels (Twitter, LinkedIn, YouTube,

TikTok) under the supervision and guidance of the London Campus Senior Digital Communications Manager and Federal Social Media Management team

- Staying up to date with the latest social media trends and digital technologies
- Develop and implement communications plans in liaison with key stakeholders and departmental colleagues
- Creating a full and varied schedule of social media content across all channels showing the student experience at the London Campus
- Monitoring and responding to customer feedback, direct messaging, comments and social media posts in collaboration with the Senior Digital Communications Manager
- Collaboration with different stakeholders (faculty, student ambassadors, marketing team, ExecEd team, programme content, etc) promoting their events (as well as gathering user-generated content)

Analysis and reporting – Social Media:

- Reviewing social media strategy and offering reports to the ADMCE and management
- Setting measurable goals for campaigns and showing ROI
- Participation in monthly European Social Media meetings

Finance and Budgeting – Events:

- Work with the Associate Director for Marketing, Recruitment, Communications and Events on the annual events budget for the School. This includes budget allocation and reporting per event and an estimate of the number of events per year
- Managing budgets, signing off costs and aligning with School policy
- Liaise with Finance in relation to event invoices, payments, etc.
- Ensure effective cost management of events, and prepare purchase orders and invoice management
- Work with the ADMRC&E to identify additional income streams such as conferences and sponsorship
- Keep the income area of the individual event profit and loss accounts up to date

Process Improvement – Events & Social Media:

- Monitor processes and practices in place for event delivery, plan and carry out regular reviews to identify opportunities for improvement considering changing needs, feedback and/or current best practices
- Collect and analyse event feedback and advise Senior Management on any improvements
- Revise event policies and procedures where necessary in line with the evolution of business needs and resources of best practice for the wider school
- Regular reporting on changing policies and algorithms on social media channels that will impact engagement
- Recommendations on how to improve content in light of changes within social media channels

Benchmarking and Research – Events & Social Media

- Undertake regular competitor analysis and industry trends research to identify new opportunities

Other – Events & Social Media:

- Identify marketing/sponsorship opportunities for School-based events
- Monitor new technology and trends in events and use insights to suggest new ways of working to support innovation
- Collaborate closely with team members and other departments across the school to enable cross-department working, sharing of intelligence and expert advice, identifying new opportunities and a stronger development of the London campus brand
- Support other team members when necessary and specially during busy periods

Person Specifications: Skills/Experience Required

- Extensive experience in working with and writing for various social media platforms
- Regular personal use of social media channels
- Familiarity with SEO, analytics, web-traffic metrics and keyword search
- Excellent organisational and communication skills (online/offline) and the ability to address a variety of stakeholders
- Event management experience and the ability to manage third parties
- Proactive engagement and judgement
- High level of accuracy and attention to detail
- Ability to work both independently and as part of a team, with minimal supervision
- Experience of working within budgets and time limits
- Proactive approach to relationship development with colleagues and stakeholders
- Ability to work under pressure and prioritise workload to meet tight deadlines
- Excellent presentation skills and professionalism with the ability to adapt to a large and small scale
- Strong customer service approach
- Good networking skills to form relationships with influencers and other key players
- Experience using Adobe Creative software a bonus

Education and Experience

- Minimum of three years' experience in an events and social media related roles
- An events-related qualification is desirable

Additional Details

- This is a full time, permanent position working 35 hours per week
- Please note that ESCP is operating a hybrid working model, which means a mix of working on site and from home. Confirmation of days worked on campus are arranged with the line manager