

Job Title:	Events and Promotions Executive
Responsible to:	Head of Communications
Assignment:	Permanent and full-time 5 days per week; Mainly office-based (London Bridge, SE1).

About the role

Your chance to develop your events management skills and gain invaluable experience, supported by an established team in one of London's most interesting neighbourhoods.

Team London Bridge is looking for a people focused, entrepreneurially minded professional who will bring new energy and ideas to an existing programme of events. The postholder will be responsible for devising and managing events from scratch, as well as providing support to colleagues and partners to deliver and promote their events.

Team London Bridge events have a diverse audience. The postholder should be comfortable in both a corporate and arts environment, and be available to embed themselves into the London Bridge business community, working with them to create an engaging, inspiring series of free events. It is all part of our focus to make London Bridge a great place to work and visit.

This is a blended role comprising events management and events promotion. The role will suit an individual who is exceptionally organised, driven and passionate about wanting to make a real difference to others. You will be able to bring relevant experience along with energy to the role – in return Team London Bridge will provide variety and breadth of responsibilities and the platform to further develop your professional experience.

KEY TASKS AND RESPONSIBILITIES

Events Management

- Build an events strategy, hosted online and in person, to engage both corporate and consumer audiences.
- Support the Director of Arts in organising arts festivals and cultural activities.
- Manage all aspects of online and in person events, from developing the initial concept through to delivery and evaluation. The postholder will have license to be creative and take charge of all events logistics.
- Build new relationships with corporate partners to make sure events are relevant and engaging for local professionals.
- Research and invite appropriate speakers for events.
- Manage the budgets for events.
- Plan an events calendar in partnership with colleagues that delivers regular engagement with a wide range of audiences, stakeholders and partners, in line with the business plan.
- Project manage events with suppliers and partners to ensure they deliver contracted services and goods on time and to expected quality standards.
- Organise licensing and insurance applications for all events and ensure they take place in accordance with relevant laws and Health and Safety legislation.

- Maintain the events audience database, in accordance with GDPR.
- To act as an ambassador for TLB at all events; this role requires a highly flexible approach to working hours.

Events Promotion

- Lead on promoting the events programme. Work with marketing colleagues to promote events to all members and stakeholders; proactively building relationships with BID members and developing a loyal audience.
- Support the arts programme with marketing and PR.
- Promote events and activities held by BID members and partners in the London Bridge area, helping recover footfall post- pandemic by encouraging visitor and 'workday' experiences.
- Manage promotion of events online, using our social media and websites. Generating dynamic, engaging content that promotes local businesses and the area of London Bridge, increasing impressions / rates of engagement.
- Helping maintain and update an events photo and film library, documenting the company's engagement and activity.
- Create, publish and send a monthly Events Newsletter, promoting our events and third-party events. Increasing subscriber numbers and open rates.
- Keep our online event listings up-to-date, including Team London Bridge events and those of our partners.
- Promote events using relevant media and develop PR contacts

General Responsibilities

- Support the organisation's sustainability ambitions and zero-carbon targets.
- Be a proactive ambassador for the organisation and the area.
- Seek out opportunities for businesses to benefit from and take part in Team London Bridge projects.
- Attend events on behalf of the business (some may be outside of regular working hours).
- Support the BID ballot process every 5 years (next ballot is 2025-26).
- Help maintain the business database, keeping all contacts up-to-date.

REQUIRED EXPERIENCE AND SKILLS

- The postholder will preferably have extensive events management experience (design and delivery) as well as experience of a role involving marketing;
- A passion of the arts;
- Exceptional communication and interpersonal skills, the ability to build rapport easily and converse confidently with our partners, ranging from big corporations to community groups;
- A genuine interest in the London Bridge area and strong desire to work as part of a team promoting community involvement, cohesiveness and local business participation;
- A proven ability to work autonomously and to take ownership of planning own workload together with a strong degree of independence and self-motivation;
- An understanding of events licensing, insurance and GDPR is preferable but not essential;

- The natural ability to initiate and be comfortable with outward-facing presence and engagement with a variety of parties;
- Fluency in spoken English (written and verbal) is essential;
- Exceptional IT competency with excel, PowerPoint and word, and in particular with conferencing virtual technology (to allow multiple party online events) and event management applications, such as Eventbrite;
- A demonstrated commitment to providing a good customer service;
- Patient and understanding of other people's attitudes and behaviours, and comfortable communicating with people from a range of different backgrounds and cultures;
- The post requires a willingness to undertake occasional evening and weekend work, and a flexible approach to working hours;
- Efficient, reliable and professional approach to work at all times, including a professional appearance to clients and stakeholders;
- Exceptional organisational ability.

About the Area

London Bridge has been a commercial dynamo for centuries and is today home to a community of businesses that range from huge multi-nationals to museums and retailers. It is, in short, one of the world's most notable places to work and do business.

It is a thriving commercial hub and destination. More than 50,000 people work at the 350 plus businesses located here, while London Bridge Station accommodates in excess of 200,000 travellers a day. Some 3,000 residents call London Bridge home, and it has over 8 million visitors a year taking in the sights.

About Us

Team London Bridge is one of the UK's leading Business Improvement Districts (BID) with a vision **'to make London Bridge one of the most sustainable, culturally innovative and compelling places for business and tourism in the world'**.

By doing this, TLB aims to create:

- A Great Place to Work and Visit
- An Environmentally Focused Business District
- A Thriving Community

Team London Bridge is a membership organisation, run by our board of local business people for the benefit of the local community.

Going forward, the organisation will strengthen our focus on sustainability and responsible business practices. We are looking for someone who will be passionate about sharing this journey with our business community and promoting its successes.

The post holder will be part of a small executive team who support each other and their areas of work. It is a great opportunity to learn and be part of projects ranging from place-making, arts and

culture, CSR (Responsible Business), place promotion, area management, and public safety. It is vital that the post holder be adaptable, creative and a self-starter.

This job description is subject to review and amendment in the light of the changing needs of the company and to provide appropriate opportunities.

Please submit CV's to jennyageorge@aol.com

Closing date 27 January 2023