

## Job Description



**Position:** Event Manager

**Reports to:** Senior Event Manager

### Purpose of the Role

The Event Manager's role is diverse and carries a range of responsibilities that affect ExCeL London's operations and commercial success. As a key manager for ExCeL London's event portfolio this role drives the success, customer satisfaction and ultimately rebooking of events held at ExCeL London. An essential requirement for this role is the expectation that all Event Management staff remain flexible with their hours of work and to be on site during key event periods as required.

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### Responsibilities

#### 1. Event Planning/ Delivery

To be the central point of contact for all event information and to always maintain full knowledge of all aspects related to an event. Effectively pre-plan, manage and operate a portfolio of events of various size and complexity. Constructively manage meeting allocations, content, minutes, action allocation and results. Ensure company procedures and OH&S legislation are maintained throughout. Manage operational and administrative functions to ensure that projects are delivered effectively. Follow up on all post event feedback efficiently.

#### 2. Manage Client Expectations/ Customer Satisfaction

Liaise and develop relationships with clients (internal and external), investigating customer needs with the aim to deliver required results. Set, communicate and maintain timelines and priorities on every project ensuring maximum customer satisfaction for organisers, exhibitors and visitors. Evaluate performance of service providers, ensuring feedback is provided as necessary. Undertake presentations and site tours in a confident and professional manner. Establish effective relationships with external agencies as required maintaining excellent communications at all times with other event managers and venue services.

Event Managers will be confident in managing a wide variety of clients, but may need assistance in handling more complex needs from time to time.

#### 3. Financial Yield Management

Maximise potential for Event Venue Services (EVS) revenue, which directly impacts the financial performance of the business. Maintain and understand the financial overview of an event. Responsible for the financial closure of an event – reconciling service orders directly after the event and provide the finance department with the means to raise final invoicing. Event Managers are expected to develop reasonable knowledge/ management of the Event Contribution Report for each event.

#### 4. Team Collaboration

Supporting other team members on events as required. Active participation in department meetings and always proactively considering improvements to our service delivery so client expectations are not only met but exceeded.

#### 5. Reporting

Production of key event documentation: pre and post show reports, financial reports, and further management reporting as required.



## Core Competencies

**Drive, Energy & Persistence:** Being self-motivated and shows resilience in difficult situations, flexible and accommodating to meet the varying demands of a commercial and entrepreneurial business. Has high standards for self and others, meets agreed deadlines. Allocates time to longer-term activities, always looking for opportunities to do things faster, better, more cost effectively, eliminating non-value added activities. Is clear-minded in pursuit of objectives.

**Knowledge of the Business:** Is in touch with the needs of internal & external customers and is alive to threats and opportunities. Considers the long-term business implications of issues and situations. Is aware of the main thrust of competitor activity and has a strategic business focus. Provides leadership in placing our customers at the forefront of our objectives.

**Results Focus & Profit Delivery:** works well towards challenging objectives, has high standards for self and others, meets agreed deadlines. Allocates time to longer-term activities, always looking for opportunities to do things faster, better, more cost effectively, eliminating non-value added activities. Is clear-minded in pursuit of objectives. Achieves/ exceeds targets by focussing on key deliverables, ensuring plans are followed through. Regularly measures performance against key success indicators.

**Team Orientation/ Achieving with Others:** A personable individual, able to confidently build positive, respectful relationships with team, company colleagues and customers. Positively and actively engages with and supports the activities of the team in the achievement of their objectives and freely shares knowledge and information, adapts a positive, proactive and flexible approach to duties and hours.

**Problem Analysis & Decision Making:** Probes and questions until in possession of good quality information. Uses analytical skills very effectively to gain a sound understanding of issues. Frequently generates innovative solutions. Proactively uses data to enhance problem solving. Consults wider teams when decisions have an effect on others - preventing 'silo' mentality.

## Knowledge:

NEBOSH (or better H&S qualification) certification is desirable for this role.  
Good working knowledge of events related health and safety legislation.  
Ability to read and understand technical drawings and floor plans (using CAD).

## Skills & Experience:

Previous Event Management experience is essential.  
Ability to demonstrate Project Management and Customer Service experience.  
High level of computer literacy with ability to use Microsoft Office suite at an advanced level.  
Aptitude and confidence in adjusting to new databases.  
Effective report writing skills will be required.

## Education:

Qualifications within Event Management/ Events related field are an advantage.



In addition to the above you are required to undertake such duties as may reasonably be required of this role. ExCeL London may update this Job Description from time to time in order to reflect changes in business requirements. This procedure will be undertaken through discussions between the job holder and their manager.