

Job Description

Job Title: Events Manager

Department: Marketing & Communications

Line Manager: Director of Marketing & Communications

Direct Reports: n/a

Location: 80-81 St Martin's Lane, London WC2N 4AA

Hours: Full-time, 9:00am–5:30pm, Monday to Friday (some out-of-hours work required)

Job Purpose

The Events Manager is a pivotal role within the Marketing & Communications team, responsible for planning, executing, and evaluating Heart of London Business Alliance's event programme. This includes supporting internal departments and leading flagship events that enhance HOLBA's profile. The role aims to boost member and stakeholder engagement through impactful events that foster collaboration, thought leadership, and strengthen HOLBA's position in London's business landscape.

Main Responsibilities

Event Programme Development

- Design and deliver an engaging annual events programme in collaboration with relevant project leads.
- Ensure events align with HOLBA's strategic objectives and provide value to members through thought leadership, training, and networking.

Flagship Event Management

- Lead all aspects of flagship events from concept to execution.
- Develop delivery plans, manage venues and contracts, oversee logistics and event-day coordination.

Speaker Coordination

- Secure and manage high-profile speakers in collaboration with project leads.
- Prepare detailed briefings and support speakers throughout the process.

Communications and Promotion

- Collaborate with Communications team to create tailored promotional plans.
- Ensure event content is accurate, engaging, and brand-consistent.

Event Operations and Systems

- Develop and maintain standardised templates, checklists, and planning documents.
- Manage attendee lists, RSVPs, and attendance records.
- Ensure visibility and scheduling of departmental and company-wide events on Monday.com.

Stakeholder and Partner Collaboration

- Identify and nurture joint event opportunities with external stakeholders.
- Act as liaison with venue partners, suppliers, and HOLBA member businesses.

Budget Management

- Oversee event budget planning, tracking, and financial reporting.
- Ensure cost-effective resource use and value-for-money.

Reporting and Evaluation

- Produce post-event reports and quarterly updates to the Board.
- Evaluate event performance and recommend improvements.
- Support integrated reporting frameworks and contribute data for analytics dashboards.

Person Specification

Essential:

- 3–5 years' proven experience in end-to-end event management.
- Strong relationship-building and cross-functional collaboration skills.
- Excellent project and budget management with attention to detail.
- Effective communication across diverse stakeholders.
- Proficiency in Microsoft Excel and CRM/e-marketing platforms.
- Familiarity with Monday.com or similar project management tools (training available).

Desirable:

- Confident communicator and collaborative, positive team player with proactive mindset.
- Able to manage multiple projects calmly under pressure.
- Creative thinker passionate about producing innovative, engaging events.



Please note that the above is not intended to be an exclusive or exhaustive list of responsibilities and personal specifications but an outline of the main areas. Please also note that the Company reserves the right to update the job description at its discretion.