

Job Title	Events Manager
Reports to	Director of Global Engagement
Location	London, with hybrid/flexible working
Contract	35 hours per week
Salary	£36,000

Overview of the ESU

The ESU is best known for its extensive work in supporting children and young people to develop speaking and listening (oracy) skills, through primary education programmes, public speaking competitions and debate.

Founded in 1918, the ESU is an education charity and international membership organisation with a network of 54 national ESUs, each operating independently and according to its jurisdiction. Its founding purpose was to bring together those who share a belief that better communication makes for better global understanding. Today, we have over 2000 members across England and Wales who meet to socialise, gain new perspectives on the world.

Events Manager Job Description

The English-Speaking Union is seeking a dynamic and energetic Events Manager to join our team and drive the planning, execution, and success of our events for both the ESU and its private members club Dartmouth House, one of the most notable properties in Mayfair.

You will play a crucial role in creating engaging events both online and in-person which will enhance the value of membership for the ESU and Dartmouth House. You will work closely with colleagues across the organisation to deliver a unique and thought-provoking events strategy. This is an interesting and varied role for a creative individual with strong planning and organisation skills.

Key Responsibilities

1. Event Strategy
 - Implement a comprehensive events strategy for the ESU and Dartmouth House for in-person and online events which aligns with the organisation's mission and vision.
 - Collaborate with internal teams and external stakeholders to identify event opportunities that enhance membership value and engagement.
2. Event Delivery:
 - Lead on the organisation and delivery of the ESU's flagship Annual Lecture, the finals of the ESU's flagship competitions and the ESU's residential programme Debate Academy.
 - Oversee event timelines, budgets and resources to ensure seamless execution and cost-effectiveness.
 - Ensure event metrics are gathered to measure event success and make recommendations for future events.

3. Member Engagement:

- Work closely with the ESU Membership Manager and Dartmouth House Business Development Manager to understand member preferences and expectations, tailoring events to their needs.
- Work with the ESU Membership Manager to create events to engage former alumni of ESU educational programmes.

4. Partnerships and Sponsorships:

- Working with the Director of Global Engagement to identify potential sponsors for flagship ESU events.
- Build and maintain relationships with external vendors, sponsors, and partners to facilitate event-related collaborations.

5. Team Management:

- Line manage the Senior Events Coordinator
- Lead and supervise event staff, volunteers and contractors, ensuring a cohesive team and a smooth event execution.

Skills and Experience - Essential:

- Experience in event planning and management
- Experience in developing online events
- Experience in budgeting
- Excellent attention to detail
- Proactive attitude and willingness to get stuck in
- A collaborative worker who is happy to work across multiple teams
- Ability to work under pressure and adapt to changing circumstances
- Good management skills and the ability to manage multiple events simultaneously.

Skills and Experience - Desirable:

- Experience using Mailchimp and other marketing tools
- Experience using CRM systems
- Experience working with volunteers
- Proactive attitude and willingness to get stuck in.
- Experience in negotiating sponsorship packages.