

Events and Engagement Manager

Job Ref: REQ260562

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

School Summary

Loughborough Business School's Marketing Team is dedicated to supporting the School's strategic objectives by delivering innovative and impactful marketing and events. The team plays a vital role in enhancing the School's reputation, driving student recruitment, and developing meaningful connections with alumni, industry partners, and stakeholders.

As part of a triple-accredited business school (AMBA, EQUIS, and AACSB), the team ensures that events and campaigns reflect the School's excellence and global standing. By collaborating with colleagues across the School and University, the Marketing Team creates memorable experiences that showcase the strengths of Loughborough Business School, its vibrant community, and its ethos of 'Progress with Purpose.'

Job Description

Job Family & Grade: Management & Specialist Grade 6

Job Purpose

To develop, implement and evaluate a strategic annual programme of events and engagement activities that supports Loughborough Business School's objectives across student recruitment, alumni engagement, industry partnerships, executive education, student experience and thought leadership

The postholder will take ownership of the School's events and engagement portfolio, ensuring all activity is aligned to strategic priorities, targeted at key audiences and delivers measurable outcomes. Working collaboratively across the School and University, the role will develop meaningful opportunities for engagement that strengthen the School's reputation, enhance stakeholder relationships, support recruitment and contribute to long-term growth and impact.

Job Duties

Events and Engagement Management

- Develop, implement and maintain a strategic annual events and engagement plan aligned to School and University priorities, ensuring all activity has a clearly defined purpose, target audience, strategic objective and measures of success.
- Own the Business School's undergraduate recruitment events strategy, leading the planning, delivery and continuous improvement of Open Days, Visit Days and Offer Holder events, using insight and performance data to maximise engagement, conversion and recruitment outcomes.
- Lead the planning and execution of recruitment, alumni, corporate, executive education, student experience and thought-leadership events that enhance the School's reputation and facilitate meaningful engagement with key stakeholders
- Collaborate with academics to create research-led engagement opportunities that position Loughborough Business School as a thought leader.
- Promote the School's educational offerings to alumni and external audiences, supporting progression to postgraduate study, executive education and lifelong learning opportunities.

- Review and prioritise the School's events and engagement portfolio, ensuring activity remains aligned to strategic objectives, audience needs and available resources.

Stakeholder Engagement and Relationship Building

- Develop and implement engagement strategies that strengthen relationships with industry partners, alumni, employers, professional bodies and other key stakeholders.
- Identify and develop opportunities for collaboration, partnership development, sponsorship, knowledge exchange and business engagement through strategic events and networking activities.
- Work collaboratively with marketing, recruitment, alumni, business development and academic colleagues to ensure event activity is integrated into broader School objectives and campaigns
- Represent Loughborough Business School at internal and external events, building relationships and enhancing the visibility and reputation of Loughborough Business School

Operations and Performance Monitoring

- Manage multiple events simultaneously, ensuring they are delivered professionally, on budget, and in line with performance indicators.
- Develop and maintain a framework for planning and evaluating events and engagement activities, ensuring all major activity has clearly defined objectives, success measures, stakeholder benefits and evaluation mechanisms.
- Use performance data and stakeholder insight to evaluate impact, maximise return on investment and inform recommendations on future event priorities and the continuation or discontinuation of activities.
- Oversee supplier management, securing best value and high-quality service delivery.
- Ensure seamless integration of promotional activities within event planning to maximise reach and impact.

Other

- The postholder must be willing to undertake occasional UK travel.
- Must be willing to work evenings and some weekends as the job requires.
- To provide cover and support for other colleagues at busy times and in cases of absence, by undertaking such duties and responsibilities which are commensurate with the grade and nature of the post.
- To undertake any training and development deemed appropriate for the position

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility outlined in the document.

Organisational Responsibility

Reports to the Strategic Marketing Business Partner (Loughborough Business School)

Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Substantial experience of events management and delivery in a range of contexts and settings	1, 3
	Excellent administrative and IT skills including familiarity with the Microsoft suite of applications and CRM database activity	1, 3
	Experience of producing an annual marketing and promotion plan for strategic events	1, 3
	Experience of establishing performance measures and evaluating the impact and effectiveness of events and engagement activity	1, 3
Skills and abilities	Excellent administrative and organisational skills	1, 3
	The ability to devise, budget, plan, market and organise a range of events	1, 3
	Creativity and problem-solving skills.	1, 2, 3
	Strong interpersonal skills and the ability to work effectively, responsively and diplomatically with people from all backgrounds.	1, 3
	Positive, enthusiastic and flexible approach with an ability to translate ideas into operational success.	1, 3
	Prioritisation and time management skills	1, 3
	Excellent copy writing skills for event invitations and reporting	1, 2, 3
	Excellent research and analytical skills with a good attention to detail.	1, 2, 3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1, 3
Qualifications	Educated to degree level or equivalent	1
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1, 3
	Flexibility to work out of hours as required	1, 3
	Willingness to work occasional evenings and weekends	1, 3

Desirable Criteria

Area	Criteria	Stage
Experience	Previous experience of working in Higher Education	1
Experience	Using CRM Systems	1
Experience	Experience of presenting insight, recommendations and performance reports to senior stakeholders	1, 2, 3

Conditions of Service

The appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Demonstrate an ability to behave in a way that adheres to equitable and inclusive working practices, while respecting diversity of thought and supporting freedom of speech and expression.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous, Collaborative, Creative, Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).

Our Accreditations



We strive to create a culture that supports equity and celebrates diversity throughout the campus. The University holds a [Bronze Athena SWAN award](#) which recognises the importance of support for women at all stages of their career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

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