

Recruitment Pack:
Events Manager

LONDON
SPORT

We are a
*Living
Wage*
Employer

THE MAYOR'S
GOOD WORK
STANDARD



HEALTHY
WORKPLACE

FOUNDATION
2019

MAYOR OF LONDON

Watch our Let's Move London film [here](#)

We believe in an active London

A city that runs, jumps, and kicks like no other.

A city where movement is for everyone

No matter the pace

Or the place.

We know the value of being active

And its power to change and save lives

In every corner of our city

But it isn't always easy.

That's why we're breaking barriers of inactivity and inequality

Bringing communities together through movement

Innovating new ways to motivate and inspire

And driving active habits for young Londoners

Not just for today and tomorrow

But for life.

We are London Sport.

And together, we can build a healthier city

Where everyone can live an active life

Let's Move London.

About London Sport

London Sport is a charity working to ensure more Londoners live longer, healthier and happier lives through being active.

Supported by Sport England and the Mayor of London, we collaborate with those who share our vision, running and supporting projects that help children, young people and the least active adults embed sport and physical activity into their lives.

Join the London Sport Team

London's diversity is its biggest asset. That's why London Sport champions equality and strives to reflect our capital's diversity in our Board and staff appointments.

We particularly welcome applications from individuals from diverse backgrounds, ethnic minority groups, disabled people and members of the LGBTQ+ community.

At London Sport, you'll be part of a group of people who believe that we can change the lives of Londoners for the better through sport and physical activity.

We also believe in activity in the workplace. Our office is part of the House of Sport, a three story co-working space founded by London Sport to provide physical activity and sport organisations in London with a base to collaborate, network and learn from one another.

Along with our partners across the building, we are proud of a working culture that supports people to be active, whether that's through early morning yoga classes, lunchtime HIIT sessions, or post-work runs.

We're constantly challenging the sports industry to think more creatively about the ways that it works for London, and we include ourselves in that challenge too. If we're not thinking creatively, we're not thinking clearly enough about what matters for Londoners.

In recent years, we've had a run of successes which we're excited to build on going forward. From the growth of our landmark London Sport Awards to our commitment to helping children form an active habit for life, we're proud to be part of a growing and increasingly important movement to bring activity to people all across London.

We're looking for colleagues who will challenge us, encourage us, and work with us to enable every community in London to reap the benefits of an active life.

We are committed to equality, diversity and inclusion. We are focussed on ensuring that our workforce is representative of the communities we serve.

Your team:

London Sport is a team of people with very different backgrounds, experiences and specialisms. Meet some of the team you'll be working with:

Tanya Rabin | Director of Fundraising, Marketing and Communications

A Londoner born and raised, I have worked in commercial partnerships, corporate social responsibility, and communications for many years. I have worked for a number of blue chip brands including Lloyds, Aviva, TSB, Coca-Cola, Samsung and Reebok. I've enjoyed the transition into the not-for-profit sector since joining London Sport in March 2021, applying my expertise to help drive the commercial success of the organisation and ensure that marketing and communications plays a significant part in delivering against our mission and organisational goals. In my spare time I like to run, go for long family walks with my dog Rosie, and put my feet up with a good book or crime drama.

Jennie Rivett | Head of Commercial Partnerships and Fundraising

Jennie is London Sport's Head of Commercial Partnerships and Fundraising, responsible for delivering its commercial strategy. This involves creating impactful partnerships, leading its established research consultancy and working with Trusts and Foundations.

Jennie joined London Sport in 2017 coming from Women in Sport where she led key partnerships and specialised in turning insight into action. She has a background in grassroot sports development having spent time working for several London Boroughs, plus brings experience from a private sports marketing and event agency.

Having been in the sector for over 15 years, Jennie is widely known for building strong partnerships, and as an advocate for taking an insight-led but innovative approach.

Jordan Barber-Roberts | Fundraising Manager

I am tasked with driving our fundraising efforts to support London Sport and the sector in achieving our mission. As part of this, I build relationships, apply for grants and offer support to the sector in a variety of ways. Since joining in October 2022, I have thoroughly enjoyed being a part of a united organisation. I am a massive sport fanatic, who enjoys watching and playing sport in my spare time. Main teams I follow are Chelsea and Philadelphia 76ers

The role:

London Sport is looking to significantly boost our capability to influence, shape policies and mobilise support for our mission to reduce inequalities and increase opportunities for children and adults in the most deprived communities to lead healthier more active lives.

We are looking for a talented, enthusiastic and ambitious Events Manager to help us engage key stakeholders through events and commercial partnerships.

You will join the dynamic Fundraising, Marketing and Communications team at London Sport in a varied and exciting role, with a focus on leading the development and delivery of our events strategy.

You will set the direction and focus for the annual events programme (including our annual Awards, Active London conference and a number of smaller stakeholder events) and will work closely with colleagues to ensure the content, style and delivery of our events engage our target audience with our vision, and raise the profile and influence of London Sport, its work & impact among key stakeholder groups across London.

In addition, you will help us manage the activation of key commercial partnerships and help us develop a new Celebrity Ambassador Programme to allow us to engage high profile and influential figures from the sports industry to support our advocacy work - raising awareness of our work, promoting our mission and supporting our fundraising efforts.

What you'll do:

- Develop, lead and implement the event strategy for the organisation to drive profile, reputation and influence among key audiences.
- Lead project teams to deliver the annual events programme, and support colleagues in the delivery of smaller stakeholder events.
- Work with the wider marketing and comms team, and third-party agencies, to develop event branding, content strategy, promotional plans, and guest experience and comms.
- Support internal content strategy working groups to develop content themes and topics, and identify and secure speakers for our events.
- Procure, brief and manage third party agencies and suppliers.
- Manage and deliver against events budget whilst driving cost efficiencies.
- Carry out a regular review of the programme to understand the impact of London Sport events, ideate around improvements and evolution of our events programme year on year.
- Manage specific activations of key commercial partnerships, particularly around their support of our events, to ensure our partners receive their contracted benefits and value for their investment.
- Manage the development and delivery of a new celebrity ambassador programme for London Sport to support our advocacy work – helping identify potential ambassadors to engage and build formal relationships with.

Who you are:

- An experienced Event Manager who has in depth knowledge of leading on the planning and delivery of a range of event formats, including conferences and awards ceremonies, for large and small audiences.
- You have experience of developing and implementing strategy-led event programmes.
- You have exceptional organisation skills, are action-focused and used to working within a fast-paced environment.
- You have excellent end-to-end project management and budget management skills.
- A leader with experience of managing delivery teams consisting of senior and junior members of staff.
- You have excellent communication skills and are adept at building effective relationships with internal and external stakeholders and suppliers.
- A supportive, flexible and involved member of the team with a can-do attitude.

The process:

Application is by completion of a short online application via our recruitment platform ([Applied](#)). We are committed to fair and unbiased recruitment and use Applied to remove any unconscious bias from our process. You will be asked to submit a CV and cover letter that address the job description and person specification.

Candidates who successfully progress from the application stage will be invited to an interview.

Key details:

- Full-time permanent contract preferably but flexible to part-time permanent contracts
- Salary: £38,000 pro rata
- Offering 28 days' holiday + 8 public holidays + 5 volunteer days + Christmas closure
- Competitive Pension scheme
- Life Assurance and Health Cash Plan
- Flexible working: we use a model of 2 plus days in our central London office at House of Sport and working from home, with travel required throughout London
- By applying for the role, you are stating that you are eligible to work in the UK. London Sport is unable to apply for a Certificate of Sponsorship for this role.

Timeline:

- Deadline for applications: Ongoing
- **Interview dates: TBC**

To apply:

To apply for this role please visit: <https://app.beapplied.com/apply/qxo091gmjb>

If you have any questions about the role or London Sport, please email hr@londonsport.org