

BOARD INTELLIGENCE

# Events Executive

Role Specification & Candidate Profile



BOARD  
INTELLIGENCE

# The Role

Our client base is growing and we're looking for an Events Executive to join our Marketing Team on a flexible/part-time basis.

Board Intelligence is poised for substantial growth and now needs to appoint an Events Executive to support our Head of Events. They will play a vital role in helping turn our successful events into lead and brand awareness opportunities.

## WHAT WILL YOU BE RESPONSIBLE FOR?

- Working closely with the Head of Events to ensure that events deliver on their marketing goals
- Ensuring events go off without a hitch across all aspects - speakers, content, invitees, venues, attendee experience and internal stakeholders
- Working with colleagues in the Customer teams to identify event opportunities
- Approaching potential speakers and, once agreed, ensure they are well prepared and that content delivers on desired goals
- Working with the customer team to ensure that attendee goals are achieved
- Tracking event effectiveness within Hubspot and using insight to continually improve effectiveness

## WHAT ARE WE LOOKING FOR?

- Exceptionally high organisational skills and attention to detail
- Demonstrable project management capabilities and models
- Experience of event management with external parties - from small meetings of up to 12 (essential) to large events of up to 100 (desirable)
- Experience of working at the most senior levels - board director, CEO and above, and comfortable and polished operating at this level
- A genuine passion for, and interest in, modern marketing
- The ability to turn innovative and creative ideas into a great event

- A keen 'wordsmith' with demonstrable copywriting skills
- Excellent communication, interpersonal and analytical skills
- Hands-on experience with marketing technology such as HubSpot or Marketo, or with CRMs such as Salesforce, and is comfortable driving and managing all activities within such tools
- Highly commercial and revenue driven - focused on optimising event impact
- Is a polished ambassador for the business, living and breathing the Board Intelligence principles and standards

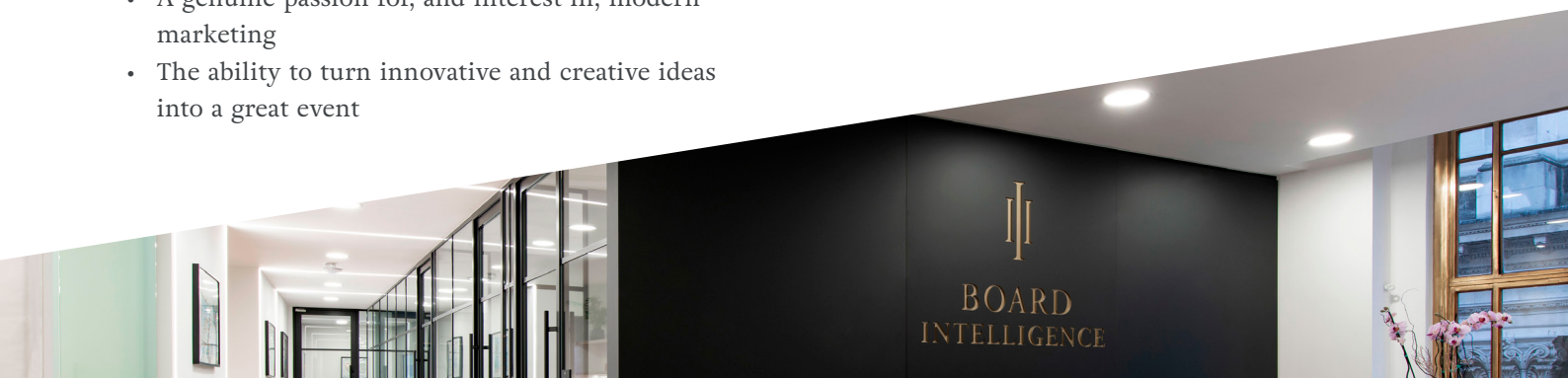
You will be based with our Marketing Team at our London office, but may be required to travel to events across the UK.

This role, is not expected to be full-time, and would be around 3 days per week which can be worked on a flexible basis. Our events can start at 0800 in Central London and will, on occasion, be evening events. You will need to be able to support this within reason (and you will know in advance of any early or late needs).

## WHAT'S OUR RECRUITMENT PROCESS?

We know there are lots of great opportunities out there, so we don't hang about. We'll make our decision quickly and our recruitment process will be:

- CV screening
- Telephone interview with Head of Events & CMO
- Interview and presentation to the Marketing Team



# About us

## THE TEAM

Our Customer Team is 35 and counting, spanning Marketing & Events, Business Development, Customer Success, Specialist Delivery and BI24.

Our backgrounds are varied and together we ensure our network, prospects and clients have a fantastic experience with us – from the exploration of initial interest, through to a slick and professional sales process, tailored platform onboarding and value-add throughout the client lifecycle.

## THE COMPANY

Board Intelligence is a rapidly growing Software as a Service (SaaS) business, pioneering a service that drives board effectiveness for decision makers and directors. We've been helping boards to make smarter, faster decisions for 16 years and we've been turning that knowledge into software for seven years. With over 15,000 users engaged on our platform, we work with FTSE 100s, large privately owned companies, public sector and government departments, and have delivered ~50% YOY growth over the past five years.

We're 75 people today and growing fast. As we grow, we're fiercely protective of our friendly, high performing culture. With over 13 nationalities represented, the team is diverse and friendly, and most days you'll find a group of us getting lunch together.

We're owner-managed and remain in control of our own decision making and destiny. Many of us, including our founders, have young (or not so young) families, so we know the value of a supportive company. And all of us like to have fun, so our regular company socials, Friday drinks, away days and lunch & learns are always a highlight.

## THE OFFICE

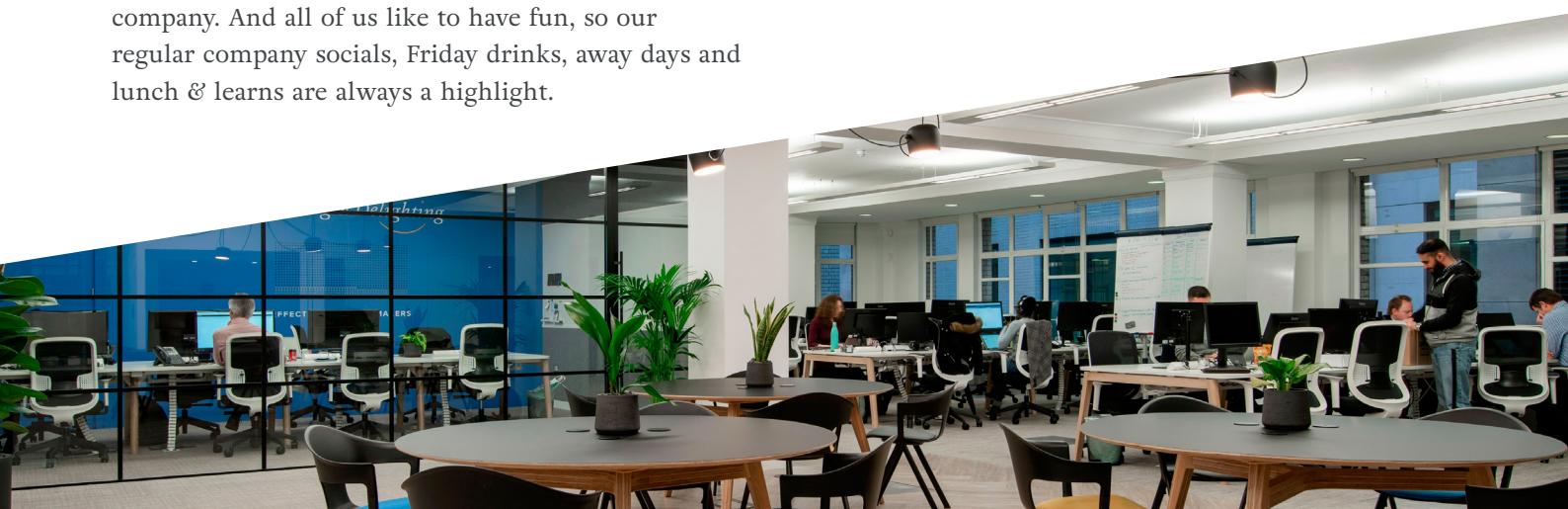
Most of the company are based in our London office, but we have a small team in Hong Kong who help to provide 24/7 support to our clients.

Our London office is in the heart of the City. It's brand new, with a sleek fit out, great communal kitchen and lots of meeting rooms and booths, so you can always find the space you need. A stone's throw from Bank Station (Central Line, Northern Line, Waterloo & City, DLR), the office is also minutes from Cannon Street and Moorgate Station, and not far from Liverpool Street or London Bridge. We have the Royal Exchange on our doorstep and are spoilt for choice for lunch options and after work drinks venues, as well as gyms for those who want a bit of balance.

## THE DETAILS

We pride ourselves on our great working environment and package. Here's some of what's on offer:

- Competitive salary & pension scheme
- Personal performance bonus
- Bupa health & dental cover
- Daily breakfast, drinks, fruit and snacks
- Regular training & development, mini MBA series, lunch & learns
- Travel card loan & cycle to work scheme
- Competitive parental policies



# Contact



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HEAD OF EVENTS

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## CLIENTS INCLUDE:



CAPITA



easyJet



General  
Medical  
Council



M&S  
EST. 1884

nationalgrid



smiths



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