



Project Associate – Industry Engagement

The Organisation

Level 20 is a not-for-profit founded in 2015 to improve gender diversity in private equity and venture capital. It specifically aims to improve representation of women in senior investment roles, by inspiring and supporting women to join and succeed in the industry, whilst helping firms attract, retain and develop their talent.

We focus on five key initiatives. The Membership Services team deliver mentoring and development, networking and events for our 5.5k+ members. The Industry Impact team delivers our outreach, research and advocacy programmes, as well as providing events and content for the organisation's sponsor firms.

The executive team is based in London, supported by many volunteers including 12 European Chapter committees outside the UK, covering 14 countries. We receive financial support from c.120 private equity and venture capital firms ('sponsors').

The Team

The Industry Impact team focuses on change in the industry, through our pillars of outreach, research and advocacy. Led by the Head of Industry Impact, the team consists of five people, including this new role, and they work alongside the Member Services and Operations teams to deliver the mission of the organisation. Stakeholders include Level 20's committees and members, sponsor firms, industry bodies, advisory organizations, and academia.

The Role

This is an exciting time for the organisation, as we continue to scale our efforts to support the industry with required change. As we review and expand support for our sponsorship base, particularly thinking about embedding processes, expanding content and international complexity, this person will be an integral part of managing that growth and engagement, and ensuring the sponsor offering and communication is best in class.

Our offering includes a sponsor events programme and a web portal containing extensive resources for firms. This contains both curated content, and proprietary, commissioned materials, built with practical application in mind. These are powerful tools to ensure impact of our research, insights, and advocacy work.

Job Description

You will be responsible for the delivery of:

- The sponsor events programme
- The sponsor portal
- Our non-financial information about, and segmentation of, sponsors
- Tracking sponsor-related actions for the Industry Impact team

On a day-to-day basis, you will work with the Head of Industry Impact and the team to:

- Manage the engagement of Level 20's sponsor community, with high levels of responsiveness
- Plan and deliver the sponsor events programme, including roundtables, education sessions, partnership events and, as required, support research impact events
- Review the roadmap for the sponsor portal and continue building it out. This includes:
 - Identification, curation and commissioning of content. Dependent on the candidate, they may also produce content themselves
 - Quality control of content and platform

- Development of the portal as a fit-for-purpose website
 - Tracking and analysing usage trends
 - User management and engagement
- Supporting regular sponsor touchpoints - preparing materials, taking (and delivering) actions, keeping the CRM updated
- Ensure high quality, regular communications with sponsors, including:
 - Owning the production of the sponsor newsletter (and associated mailing list)
 - Coordinating ad hoc emails and invitations to sponsors about initiatives from across the organisation
- Manage the sponsor database of contacts and segmentation information
- Implement new sponsor engagement KPIs and manage the team's reporting requirements
- Support the Research and Advocacy and Outreach leads, as well as the Member Services team to engage sponsors in their work
- Support the team with new sponsor onboarding
- Support other events to which sponsors are invited or are asked to host, including outreach and selected member events
- Work with others on campaigns, content and maximising the impact of all our activity, paying particular attention to managing interdependencies across the organisation

Person Specification

It is likely you will have:

- Experience with project management, events planning and/or community management
- Experience in a customer/client service (-style environment), corporate membership or industry organisation OR consulting with a fast-moving, high standards client group

You will have the ability to demonstrate:

- Excellent interpersonal and communication skills, preferably proved previously cross-culturally
- Delivery of a varied, fast-paced workload independently under senior management guidance
- Comfort with the intense administrative requirements of an organisation in the scale-up stage
- Being highly organised, focused, proactive, persistent and flexible
- Having a sharp eye and care for detail and interdependencies
- A passion for the diversity agenda, identifying with and supporting the aims of Level 20

Things that are non-essential but a significant plus

- Experience using Excel, Wordpress, email marketing tools and/or a CRM
- Understanding of DE&I and/or HR issues and solutions
- Exposure to PE and/or VC, or broader financial services

Salary, benefits and other details

- A competitive salary
- Pension benefits of 5% employer contribution
- 25 days holiday (excluding bank holidays)
- This role will be offered as a permanent contract, subject to a 6-month probation period.
- This is a full-time position, although flexible working, job shares and part time candidates will be considered.
- 37.5-hour week, hybrid working.
- Usual full time patterns follow 9-5.30 office hours, with 3 days in the office per week.
- The office is based in Waterloo, London SE1.