



Job Description

POST TITLE: **Marketing and Communications Assistant - Events**

REPORTING TO: **Marketing and Events Officer**

MAIN PURPOSE OF THE POST

To assist the Marketing and Events Officer and the wider marketing team by supporting the delivery of marketing and recruitment events as part of the University's marketing strategy to meet recruitment targets and build the reputation of the University.

MAIN DUTIES:

1. To assist with the planning and delivery of all marketing and recruitment events such as open days, applicant days, external careers fairs, and University showcase events such as end of year shows, graduations, and other ad-hoc events.
2. To assist with the co-ordination of cross-department event teams before and during events. To brief staff and ambassadors on their role at events, and to act as a point of contact alongside the Marketing Officer (Events).
3. To attend and to co-ordinate staff and student ambassadors attending UCAS and careers fairs, including booking travel and accommodation, setting up the exhibition stand and speaking to prospective students.
4. To organise and deliver ad-hoc campus tours, which includes coordinating between prospective students and course staff.
5. To use the CRM database and other systems to create events, booking forms, email templates, distribution lists and mail campaigns. To input attendance data and import leads from external recruitment fairs.
6. To liaise with external suppliers to co-ordinate the delivery of services, such as haulage companies, coaches, caterers, and student accommodation providers.

7. To assist the Marketing Officer (Events) with the recruitment, training, and supervision of student ambassadors.
8. To be responsible for creating rotas, scheduling student ambassadors for shifts, accurately preparing timesheets, and maintaining the central student ambassador register.
9. To co-ordinate the delivery of the art market during the undergraduate end of year show which includes promoting the opportunity to students, organising their participation, and liaising with finance to manage and record sales accurately.
10. To work with other University departments and processes to raise purchase orders, book rooms, and manage incoming/outgoing deliveries.
11. To monitor and manage marketing print stocks and merchandise as well as their distribution to recruitment and careers events.
12. To assist the Marketing Officer (Events) in assessing risk and safety to ensure appropriate risk assessments and adherence to health and safety guidance.
13. To work flexibly within the team to deliver events on evenings and weekends, at the university and external venues.
14. To ensure a high quality, customer focused service is consistently provided.
15. To be a point of contact for enquires, responding promptly and professionally.
16. To assist in the successful implementation of the University's Marketing and Communications Strategy.
17. To represent the University at internal and external marketing and promotional events if required by the Head of Marketing and Communications.

Other

1. To comply with all relevant University policies and procedures.
2. To undertake any other responsibilities commensurate with the post as directed by the Head of Marketing and Communications.
3. To adhere to the University's Health and Safety policies and procedures and to perform any University-wide designated duties with regard to Health and Safety and the security of the University.
4. To actively support and engage with all aspects of the Sustainability Framework to assist in establishing the University as a sustainability leader.

PERSON SPECIFICATION

Criteria	Essential or Desirable	Method of Assessment
Qualifications		
Educated to degree level or equivalent in a relevant area.	Essential	Application Form/Certificate
Skills/Knowledge		
Excellent communication skills, both verbal and written.	Essential	Application Form/Interview
Proven organisational skills with excellent accuracy and attention to detail.	Essential	Application Form/Interview
Proven ability to act independently if required and as part of a team.	Essential	Application Form/Interview
Experience		
Proven experience of using Microsoft Office Packages and other IT systems in a work context.	Essential	Application Form/Interview
Experience of working in events or a customer facing role with events organisation being part of the role.	Essential	Application Form/Interview
Personal Qualities		
Good interpersonal and customer service skills.	Essential	Interview
Proven ability to build and maintain excellent working relationships.	Essential	Application Form/Interview
An interest in a career in marketing and events.	Essential	Application Form/Interview
Other		
UK Driving licence and willingness to drive university vehicles.	Desirable	Application Form/Interview

This job description may be reviewed on an annual basis.