



Candidate Information

Position:	Marketing, Communications and Events Co-Ordinator
School/Department:	School of Electronics, Electrical Engineering and Computer Science
Reference:	24/111910
Closing Date:	Monday 3 June 2024
Salary:	£32,024 per annum.
Anticipated Interview Date:	Friday 21 June 2024
Duration:	Available for 19 months, or available until 30/11/2025, whichever is sooner

JOB PURPOSE:

To lead on the eFutures grant's marketing activities across a range of channels, including updating webpages, providing reports, engaging on social channels, scheduling social posts and various administrative duties.

The post also supports the organization, administration and promotion of grant related events, including a significant conference in September 2024.

MAJOR DUTIES:

1. Develop and implement specific marketing plans and campaigns that utilise both digital and traditional marketing techniques, and work with key stakeholders to implement these.
2. Produce regular social media posts across various platforms, primarily LinkedIn and X; ensure that campaigns are meeting performance goals; and undertake regular evaluation of campaign performance.
3. Produce and, where relevant, commission high-quality written content for the website, video and photography to showcase the grant activity and objectives.
4. Update the grant website on a frequent basis.
5. Work with the Grant team to plan and support the organization of the 2024 conference and 2024-25 events.
6. Liaise with conference speakers and attendees.
7. Produce and disseminate conference copy, including pre-arrival information, agendas, and follow ups monitoring and evaluation materials.
8. Produce print and digital promotional material.
9. Develop messaging documents to be used in marketing.
10. Management of the grant website.
11. Liaise with central communications on producing relevant press reports.
12. Negotiate contracts and costs with third party affiliate sites and taking informed spending decision ensure value for money and quality when procuring external products and services.
13. Analyse data, including data from the conference, and produce impact reports based on this to assess the effectiveness of the grant activity.
14. Manage competing priorities effectively, identify and respond to challenges and opportunities, take initiative, meet tight deadlines and work without close supervision.

ESSENTIAL CRITERIA:

1. A HND, NVQ Level 4 qualification (or equivalent) in a relevant subject. OR, Substantial experience as per the requirements below:

2. Relevant experience working in a marketing environment to include:
 - Experience of digital marketing including email campaigns, social network campaigns.
 - Experience of managing promotions, advertising campaigns and creation of marketing assets including print materials.
 - Demonstrable experience of event management.
 - Experience of using a range of MS Office packages.
 - Experience of working within project teams.
3. Establish and maintain effective working relationships in a team environment.
4. Self motivated and able to work on own initiative.
5. Ability to work with discretion and confidentiality, ensuring data is managed in accordance with data protection legislation.
6. Effective communication skills and ability to use a variety of methods to convey messages clearly and succinctly.

DESIRABLE CRITERIA:

1. Further qualifications in marketing, including professional development, or an undergraduate degree.
2. Experience of marketing within the higher education sector.
3. Data analytics.
4. Website and CMS management.
5. Creation of original content across a variety of platforms.