

Job Title: MARKETING & EVENTS COORDINATOR

**THIS ROLE IS PART FUNDED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF)**

Reports to: Commercial Manager

**Job Purpose:**

Support the Commercial Manager and other members of the commercial team in delivering marketing and events activities across a range of Chamber activities and projects, including ERDF supported projects.

**Principal Accountabilities:**

- Working with colleagues to implement effective marketing campaigns
- Supporting other members of the team in organisation, running and administration of events and training, ranging from small training/workshops to large scale events
- Promoting training, events and other initiatives and services
- Maintaining media and activity logs
- Supporting the maintenance of effective records and reporting
- Maintaining the events planner
- Working with other members of the team to produce surveys, obtain responses and report findings
- Any other activities as required to support the company's activities

**Planning and Organising:**

- In line with agreed systems, organising project delivery activities, working with colleagues as appropriate
- In line with agreed systems, organising project records, working with colleagues as appropriate

**Decision Making:**

- Day-to-day decision making with regard to the job role within the guidelines and ethos of the organisation
- Arranging marketing and events activities as agreed with the relevant managers

**Internal and External Relationships:**

- Developing and maintaining an effective day to day working relationship with the rest of the Chamber team including
- Working with the rest of the Chamber team on marketing and events
- Maintaining good relationships with member businesses, clients and with wider partners and developing good relationships with potential members and clients

**Knowledge, Skills and Experience Needed:**

- Robust, straightforward, target focussed, enthusiastic and self motivated
- Ability to develop and maintain effective working relationships internally and externally
- Proven administration and IT competencies including working knowledge of Microsoft Office software
- Self-confident, quick learner with potential for further development
- Strong administration and coordination skills and experience

- Good communication and organisational skills
- High level of accuracy while also working quickly and to deadlines
- Ability to work effectively in a challenging a challenging commercial environment
- Good analytical skills, proven administration and IT competencies
- Marketing and promotions capability and experience
- Events organisation skills and abilities

**PERSON SPECIFICATION**

**JOB TITLE:       MARKETING & EVENTS COORDINATOR**

COMMUNICATION SKILLS	Essential	Desirable	How Tested
Good oral and written communication skills Ability to develop and maintain relationships internally and externally	/ /		AF/I AF/I
<b>QUALIFICATIONS</b>			
3 A levels (A – C grade) Graduate (preferably in business related subject) or relevant comparable experience CIM qualification	/	/	AF AF AF
<b>WORK EXPERIENCE/JOB SKILLS</b>			
Broad ICT competencies including Microsoft Office software Sound administration and coordination skills Good communication and organisational skills Delivery against targets in a challenging commercial environment Event organisation capability Event organisation experience Experience of writing content for the web and for both on and offline marketing campaigns	/ / / / / / /	/	AF/I AF/I AF/I AF/I AF/I AF/I AF/I
<b>MANAGEMENT/SUPERVISORY STYLE</b>			
Ability to manage own time and activity on a day to day basis	/		AF/I
<b>PERSONAL QUALITIES</b>			
Personal drive and enthusiasm Ability to work in a challenging environment, prioritising workload to meet tight deadlines Confidence to take on new roles Robust, straightforward and target focussed Self confident and a quick learner with potential for further development	/ / / / /		AF/I AF/I AF/I AF/I AF/I
<b>OTHER ATTRIBUTES</b>			
Ability to travel around and outside the county. Valid UK licence Ability and willingness to work flexibly	/ / /		AF/I AF AF/I

**How tested:   AF= Application Form, I = Interview**