

JOB DESCRIPTION

| | | | |
|----------------------------|--|--------------------------------|---------------|
| Job Title: | Events Coordination Assistant | Grade: | SG3 |
| Department: | Communications and Recruitment Department | Date of Job Evaluation: | December 2021 |
| Role reports to: | Events Manager | | |
| Other Key contacts: | Event Officer, Recruitment officers, Central Marketing and Comms staff, Faculty Marketing and Events Leads, Student Services Stakeholders, Facilities management and estates stakeholders, ILS CRM technical team, Staff at all levels in other university departments, External third-party providers & agencies, Student Ambassadors | | |

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE:

An exciting opportunity to work in dynamic environment within the Communications and Recruitment Directorate. The post holder will provide an effective support function for the delivery of hybrid events for the university. They will also support the delivery of both Gecko and CRM communications to support event activity, lead generation and conversion across all channels.

- Work in partnership with teams in the directorate; providing direct support to the Recruitment & Events team in the effective delivery of student recruitment events such as Open Days, campus tours, virtual events, social media lives, external HE recruitment fairs and applicant experience days.
- Assist on the day supervisory support at Open Days, recruitment, and conversion events.
- Assist with administrative tasks such as creating and updating recruitment reporting both centrally and online, updating project schedules, coordinating Facilities Management, catering requests and event set-up.
- Assisting with the set up and management of events within Gecko (events data capture software) and virtual webinar and event platforms such as Zoom and Cvent.
- Support the team with creation of emails including coordination of content, editing copy and images and proofing
- Assist with administrative tasks related to managing event database such as updating data sets and cleansing data
- Assisting management of data including data imports, exports and manipulation of data within excel
- Reporting on email and SMS performance

- Assist with supervising student ambassadors at Events

KEY ACCOUNTABILITIES:**Team Specific:**

- To provide logistical support to the Events team
- Assist with the implementation of UKSR Recruitment Strategy
- To contribute to the delivery of high-profile events, from planning to execution and subsequent analysis in order to raise brand awareness
- Capture and record accurate enquiry data, complying with data protection guidelines as set by the Directorate and the University of Greenwich.
- Assist coordinators, officers and staff working across the Directorate of Communications & Recruitment, other Directorates, and the University Faculties in the delivery of student recruitment and conversion activities, digitally and physically both on and off campus.
- Creation and delivery of event collateral and marketing materials
- Measurement of success of events is that they should persuade different audiences to change decision behaviour to the commercial advantage of the university
- Support the development and delivery of CRM communications
- To develop and maintain a good knowledge of the UK education system to respond and relate to potential students and their supporters in an authentic first-hand context
- To have sound knowledge of Event Management tools to confidently support ambassador management/stakeholders.

Self:

- Must possess an understanding of the planning and delivery of events
- Must be proficient in Microsoft office programmes (Word, Excel, PowerPoint etc.)
- Must be able to demonstrate an understanding of using technical systems to support marketing

Generic:

- Must be willing to embrace the shared values and required behaviours of the Communications and Recruitment Directorate staff (Inclusive, Collaborative and Impactful)
- Must have effective communication skills both verbal and written to ensure that
- effective partnerships are forged and maintained using appropriate communication
- which is understood by all parties
- Must be able to understand and resolve issues as they arise
- Willing to work flexibly including supporting evening and weekend events
- Willing to travel to HE recruitment fairs and across all three campus to support events

- When necessary, this include being deployed to different teams as required to support business needs.

Managing Self:

- Work to deadlines and project schedules
- Conduct research and identify new sources of information
- Have a proactive approach
- Manage own time and daily work tasks
- Work independently and as part of a team
- Ensure Recruitment and Events Team are updated regularly as agreed on progress against tasks

Core Requirements:

- Adhere to and promote the university's policies on Equality and Diversity and Information Security
- Ensure compliance with Health and Safety regulations and Data Protection
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.

Additional Requirements:

- Any other duties appropriate to the post and grade by the director or their line manager.

KEY PERFORMANCE INDICATORS:

The Marketing Communication Team KPIs are:

- Raise brand awareness
- Raise direct response
- Raise student engagement levels
- Raise student satisfaction
- Raise stakeholder engagement and the value of the department to the institution and its audience

Everyone contributes to these KPIs to help realise the brand and the corporate strategy

Further details:

References will be taken up if you are invited to interview (unless specified otherwise on your application form). Your hours of work will be 35 per week.

If you have heard nothing from us after 6 weeks from the closing date you may assume that your application has been unsuccessful. Please accept our thanks for your interest.

| PERSON SPECIFICATION | |
|---|---|
| Essential | Desirable |
| <p>Experience</p> <ul style="list-style-type: none"> • Background knowledge of events management and/or marketing and interest in working in this professional area • Knowledge of the UK Education system • Experience of working to deadlines and managing own time. <p>Skills</p> <ul style="list-style-type: none"> • Excellent verbal and written English communication skills • Analytical skills and excellent attention to detail • Strong interpersonal skills • Microsoft Office suite to intermediate level including excel • Strong copy skills (spelling, grammar, proof-reading) • Good team working/ organisation skills and an ability to work accurately and effectively under pressure. <p>Qualifications</p> <ul style="list-style-type: none"> • Good level of secondary education. <p>Personal attributes</p> <ul style="list-style-type: none"> • We are looking for people who can help us deliver the values of the University of Greenwich: Inclusive, Collaborative, and Impactful | <p>Experience</p> <ul style="list-style-type: none"> • Some experience within a Marketing / Events role would be advantageous • Experience of working at Events • Experience of working in an office environment • Experience of working within a recruitment role • Experience using the CRM/Gecko platforms • Student Ambassador Experience <p>Skills</p> <ul style="list-style-type: none"> • Project management experience <p>Qualifications (completed or in progress)</p> <ul style="list-style-type: none"> • Qualification in Events Management, Marketing or Public Relations <p>Personal attributes</p> <ul style="list-style-type: none"> • N/A |