

***Title: Marketing and Events Coordinator***

Reports to: Head of Student Communities and Engagement

Purpose of role: to increase student participation by planning and delivering fun and exciting events and activities; to extend ENSA's reach by producing creative and engaging content; to support Elected Officers to represent student interests; to generate commercial income for ENSA's long-term sustainability.

Starting salary: £25,674

Hours: 36.25 per week

**Key Responsibilities:**

Plan and deliver events

- Organise and deliver exciting events engaging a wide range of students (including those studying online), drawing on support from across the organisation
- Play a key role in the planning and execution of Freshers' / Welcome Week activities and events, working collaboratively with Elected Officers and staff
- Promote equality and inclusion by offering a range of events, proactively targeting underrepresented groups, and in collaboration with student volunteers and Elected Officers
- Support Elected Officers to plan and deliver impactful campaign activities and to represent student interests
- Use a range of approaches and technologies to deliver in-person, online and hybrid events
- Collaborate, as appropriate, with other SA/SUs and ENSA clubs and societies to offer joint events and campaign activities
- Carry out risk assessments for activities and events
- Oversee the collection of feedback and post-event processes

Create content for student audiences

- Work closely with the Communications Team and the Elected Officers to create engaging content to reach students across the university, including those based overseas
- Support the Communications Team in developing ENSA's brand, including identity, tone of voice and core messages
- Support the ongoing maintenance and upkeep of the website

Generate commercial income

- Identify opportunities for, and pursue, sponsorships and sales of advertising, exhibition space and other promotional opportunities with local and national businesses for the purposes of income generation
- Coordinate and manage agencies and suppliers for marketing and events activities
- Undertake research into potential partnerships and manage a database of sales leads
- Establish and maintain networks with local and national businesses, marketing agencies and brands

- With the Head of Student Communities and Engagement, set and meet stretching income generation targets

Contribute to the overall effectiveness of ENSA

- Work collaboratively and flexibly across the organisation and within the Student Communities and Engagement Team, contributing as necessary to enhance ENSA's resilience
- Develop and maintain a positive and productive relationship with our partner institution, Edinburgh Napier University
- With the support of the Head of Student Communities and Engagement, develop operational plans to deliver against ENSA's strategic priorities as set out in the Strategic Plan 2021-2024
- Monitor, report and evaluate KPIs for the purposes of continuous improvement
- Ensure knowledge and skills are kept up to date and attend training as necessary
- Seek out and learn from good practice elsewhere in the sector to improve ENSA's offer

The role and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.

**Person specification**

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>	HND / SCQF Level 8 or equivalent related to events management and/or marketing	Degree
<b>Experience</b>	<p><i>Evidence of:</i></p> <p>Planning, organising and delivering successful events for a range of audiences</p> <p>Generating income through events and/or sponsorship</p> <p>Producing communication pieces to enhance brand awareness</p> <p>Building and maintaining networks and partnerships</p>	<p>Experience working in students' associations / unions or in the higher education or college sector</p> <p>Experience delivering a variety of online events</p> <p>Experience supporting young people, students and/or volunteers</p>
<b>Knowledge</b>	<p>Good knowledge of the higher education sector</p> <p>Understanding of the student experience and of student interests and concerns</p> <p>Good knowledge of effective marketing techniques</p>	

<p><b>Skills</b></p>	<p><i>Ability to:</i></p> <p>Project manage operational delivery of large scale digital/in-person events</p> <p>Create marketing strategies for student engagement</p> <p>Write copy for publication</p> <p>Work and communicate with a diverse range of people from different backgrounds and with different perspectives</p> <p>Support and develop student volunteers</p> <p>Identify and pursue new opportunities to enhance the student experience</p> <p>Take initiative and work independently</p> <p>Use a range of technologies to deliver activities and events</p> <p>Use a range of Microsoft Office tools</p> <p>Prioritise work and meet deadlines</p> <p>Juggle a number of projects and priorities at once</p>	
<p><b>Attributes</b></p>	<p>Commitment to personal and professional development</p> <p>Good interpersonal skills</p> <p>Commitment to equal opportunity</p> <p>Enthusiastic team-player and collaborator</p> <p>Flexible and resilient</p>	