

Title: Marketing and Events Coordinator

Purpose of role: to increase student participation by planning and delivering fun and exciting events and activities; to support Elected Officers to deliver effective campaigns and represent student interests; to carry out market research to ensure ENSA is offering what students want; to enhance our brand awareness; to generate commercial income for ENSA's long-term sustainability

Starting salary: £27,000

Hours: This job may be worked full time (5 days at 36.25 hours per week) or part time (4 days at 29 hours per week with the salary pro-rated).

Reports to: Head of Student Communities and Engagement

Key Responsibilities:

Plan and deliver events

- Plan, organise and deliver exciting events engaging a wide range of students, drawing on support from across the organisation
- Take the lead 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, in collaboration with student volunteers, Elected Officers, and (when appropriate) university student support services
- 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

Lead on marketing activities

- Carry out market research in the form of student surveys and focus groups to inform ENSA's offer
- Develop and deliver a marketing strategy that aligns with ENSA's vision and increases student engagement
- Work in collaboration with the Comms Team to produce engaging social media content to promote the ENSA brand

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
- 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

Criteria	Essential	Desirable
Education and Qualifications	HND / SCQF Level 8 or equivalent related to events management and/or marketing or 2+ years' relevant experience gained in the workplace	Degree
Experience	<i>Evidence of:</i> Planning, organising and delivering successful events for a range of audiences Generating income through events and/or sponsorship Producing communication pieces to enhance brand awareness Building and maintaining networks and partnerships	Experience working in students' associations / unions or in the higher education or college sector Experience supporting young people, students and/or volunteers

Knowledge	<p>Understanding of the student experience and of student interests and concerns</p> <p>Good knowledge of effective marketing techniques</p>	<p>Good knowledge of the higher education sector</p>
Skills	<p><i>Ability to:</i></p> <p>Project manage operational delivery of large-scale events</p> <p>Create marketing strategies</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 volunteers</p> <p>Provide excellent customer-service</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>	
Attributes	<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>	