

Marketing & Events Coordinator - Role Profile

Pay Grade:	3
Responsible to:	Events & Enterprise Marketing Manager
Responsible for:	N/A

Main Duties of the Role

Coordinate the planning, production and distribution of all enterprise-based marketing

- Produce engaging, student-focused content for SUSU's *What's On* Instagram, informed by student interests and current trends
- Ensure all content is accurate, proofread and aligned with brand guidelines
- Schedule and publish promotional content across digital screens and social media platforms to increase engagement and revenue
- Work with student content creators by briefing them, reviewing their work and supporting them to produce high-quality, enterprise-focused content.
- Brief one-off design tasks to external designers when required
- Coordinate the production and distribution of scheduled marketing assets (e.g. table talkers, posters, digital screens, menus and other POS materials) and reactive promotions aimed at driving further revenue and student engagement
- Oversee timely print production and distribution, demonstrating understanding of print processes
- Identify opportunities to improve marketing performance and income generation and proactively raise suggestions
- Support the Events & Enterprise Marketing Manager with idea generation for campaigns, initiatives and new marketing opportunities
- Maintain effective organisation across multiple live campaigns, deadlines, and event and marketing workstreams in a fast-paced environment

Lead the planning, coordination & delivery of all susu small-scale events

- Create detailed event plans for all small-scale events, including booking venue spaces, ordering supplies, drafting running orders and liaising with internal stakeholders
- Coordinate suppliers and external partners to ensure smooth delivery (grouped supplier duties)
- Organise and attend relevant planning meetings.
- Develop new event concepts informed by student insight, feedback and wider industry trends
- Sustainably procure and maintain an inventory of event supplies.
- Support the creation of staffing and volunteer schedules for events
- Manage budgeting for small-scale events, tracking costs accurately
- Deliver events in line with SUSU's safety requirements, completing risk assessments and obtaining relevant approvals

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- Host small-scale events, ensuring a positive attendee experience from set-up through to post-event activity
- Provide event-day operational coordination, including communicating with staff, suppliers and stakeholders
- Complete post-event reporting including attendance figures, incident logs, and insight analysis
- Coordinate feedback collection and evaluation metrics for continuous improvement
- Working with a Sabbatical Officer and Policy & Insight team, coordinate the Student Events Forum, including volunteer recruitment, agenda setting, minute-taking, and follow-ups

Support the planning & delivery of large-scale events

- Monitor and maintain project documentation, risk assessments and meeting action logs
- Create and manage online event listings and ticket sales, responding to customer queries and reporting sales progress to the Events & Enterprise Marketing Manager.
- Prepare supplier information packs and source quotes
- Arrange bookings in internal venue spaces, ensuring timely communication with relevant teams
- Assist in staff scheduling and provide on-the-night operational support.
- Research sector and nightlife trends to recommend improvements and support development of new large-scale event concepts

Role Expectations

People Management

- Occasionally undertake operational management/supervision of people (both staff and volunteers) taking the responsibility to allocate routine tasks and rotas, and monitoring progress

Financial Resource Management

- Occasionally responsible for small scale budgeting and expenditure monitoring (e.g. for an activity, campaign, small-scale project) within an annual budget of up to £10,000

Contribute to the overall effectiveness of SUSU by

- Developing and maintaining relationships with key internal and external stakeholders
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Contributing to the positive image of SUSU with students, the University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary
- Promoting SUSU's various policies and commitments within your work, in particular Health & Safety, Equality, Diversity & Inclusion, and Sustainability
- Completing such other duties as may be reasonably prescribed by SUSU, appropriate to the grade and responsibilities of the post

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Person Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

KEY REQUIREMENTS	Essential	Desirable
Knowledge/Qualification		
Related degree or demonstratable hands-on experience in a similar role.	X	
Strong understanding of social media platforms, trends and youth culture.	X	
Knowledge of and experience of using all social media channels for business/non personal account.	X	
Good understanding of print production.		X
Confidence in IT including MS office and use of electronic information systems and database management.	X	
Experience		
Previous marketing experience, especially within social media.	X	
Experience in planning and working at events.		X
Experience of managing projects.		X
Experience of using a website CMS.		X
Experience of writing risk assessments and have an awareness of events safety.		X
Experience of working in a fast-paced marketing and/or events environment.	X	
Experience of creating content (both written and visual) for a range of marketing channels.	X	
Skills		
Excellent written and verbal communication skills across a range of mediums and audiences.	X	
Confidence in hosting events, or willingness to develop this skill.	X	
Excellent interpersonal skills, with the ability to forge relationships with colleagues and members.	X	
A positive, can do attitude with high levels of initiative.	X	
Exceptional attention to detail with strong proofreading ability.	X	
Good time management skills.	X	
Highly organised, able to deliver multiple campaigns, deadlines and events simultaneously.	X	