

**University of Derby Job Description**

# **Job Summary**

## **Job Title**

ESF Marketing and Events Officer

## **College/Department**

Business Engagement and Employability

## **Location**

Kedleston Road, Derby, DE22 1GB

## **Job Reference Number**

0190-22-R

## **Salary**

£23,725 to £25,944 per annum

## **Reports To**

Graduate Transitions Manager

## **Line Management Responsibility**

No

# **Job Description and Person Specification**

## **Role Summary**

To support the DRIVEN project with all marketing events and activities.

The post holder will develop and create engaging activities and events for students, graduates and employers. This role will support the ESF DRIVEN team to deliver a range of initiatives to retain graduates within the D2N2 area.

The post holder will work with external agencies and internal stakeholders, taking into account ESF compliance requirements, to ensure timely, engaging and purposeful marketing is developed for the project. The role will support in the planning, organisation, delivery and review of the project events portfolio including fairs and networking events, both on and off campus, for employers, students and graduates.

This post is fully funded by the European Social Fund.

The GRADS for D2N2 project is part-funded by the European Social Fund (ESF) and is part of the ESF High Level Skills programme. ESF supports activities to extend employment opportunities and develop a skilled workforce. The GRADS for D2N2 project is delivered by the University of Derby as part of the High Level Skills consortium which also includes Nottingham Trent University, Derby College, Nottingham College, and Nottingham City Council.

The DRIVEN programme is to support SMEs to access and retain our student and graduate talent. It has been running since 2018 and has been extended until the end of 2023.

## **Principal Accountabilities**

1. Work alongside the Graduate Transitions Manager to liaise with external agencies and internal design and marketing teams to produce all aspects of project branding, campaigns and collateral including student, graduate and B2B facing materials.
2. Adhere to University guidelines and ESF compliance requirements, and ensure all marketing materials are delivered to meet these specifications in a timely manner.
3. Design and deliver a full series of student and B2B events, including marketing collateral, staffing, budgets, catering and associated tasks. This will include monitoring and evaluating success and reporting on this accordingly.
4. Provide high-level administrative event support for the team, for all operational aspects of event planning, including raising purchase orders and liaising with finance as required.
5. Writing engaging digital and printed content and materials for a range of audiences and purposes. Producing tailored communications for students, graduates and local businesses.
6. Contribute towards the planning, measurement and evaluation of communication and marketing projects and activities.
7. Identify, capture and collate suitable student and B2B case studies and produce high-quality written and video content based upon these.
8. Work with media production team and agencies where necessary.
9. Work with central marketing, Careers and College colleagues to increase student and graduate engagement for DRIVEN opportunities.
10. Support the central Careers team to complement employability events, curriculum engagement and graduate communications.
11. Understand and promote the benefits of working with the University and of recruiting student / graduate talent for eligible SMEs in the region.
12. Assist the Graduate Transitions Manager, D2N2 External Engagement Manager or Talent Development Officers on specific tasks as requested.

This is not a complete list of duties and responsibilities; the post-holder may be required to undertake other duties commensurate with the level and skills/qualification of this role.

## **Person Specification**

### **Essential Criteria**

#### **Qualifications**

* To be educated to degree level or have equivalent significant work-based experience in areas such as marketing or events.

#### **Experience**

* Proven experience of coordinating end-to-end events.
* Experience of working in a relevant field such as communications/marketing, sales or business to business environments.
* Experience of writing engaging and purposeful copy for professional purposes.
* Administration experience including spreadsheets, data reporting and GDPR.
* Experience of working to achieve targets and measuring impact.

#### **Skills, knowledge & abilities**

* Ability to consistently produce highly accurate, engaging and well-structured written communication.
* A working understanding of copywriting techniques and writing engaging communication for professional purposes.
* Practical experience of event planning and delivery.
* Demonstrate a high level of digital literacy, with knowledge and familiarity with Microsoft Office, including using Teams.
* Strong communication skills to engage external and internal stakeholders, including in virtual environments.
* Ability to prepare clear briefs for agencies, designers, photographers and other external suppliers.
* Excellent attention to detail and ability to follow strict procedures and guidelines.
* Ability to network effectively, with external clients and within the University itself.
* Ability to work to tight deadlines and targets.
* Ability to recognise and maximise opportunities for our students and graduates.
* Strong organisation skills with a methodical approach to workload.
* Ability to work on own initiative and prioritise workloads.
* Professional approach when working with academics, students, colleagues and the business community.
* Commitment to providing outstanding customer service and continuous quality improvement.

#### **Business requirements**

* Occasional cross campus travel and employer / events visits.
* Able to offer a flexible approach to working i.e. occasional evening work and weekends.

### **Desirable Criteria**

#### **Experience**

* Practical marketing and / or events experience in Higher Education, sales, business to business environments.
* Experience of business to business events.
* Experience of working directly with students and graduates.
* CIM qualification or equivalent experience.
* Experience of using design packages.

# **Benefits**

As well as competitive pay scales, we offer generous holiday entitlement. We also offer opportunities for further salary progression based on performance, and the opportunity to join a contributory pension scheme.

The University of Derby is committed to promoting equality, diversity and inclusion. However you identify, we actively celebrate the knowledge, experience and talents each person brings

For more information on the benefits of working at the University of Derby go to [the Benefit pages of our website.](https://jobs.derby.ac.uk/display.aspx?id=1912&pid=0&tabId=230)