

Marketing and Events Assistant
Salary circa £16,300 – £17,700 per annum
Temporary until December 2010

Ref: 09-052

As Marketing and Events Assistant you will be providing a range of marketing services in the College with particular attention paid to the organisation and promotion of internal and external events. You will also be working with our Schools Liaison Officer to promote the college through UCAs Fairs which run from March to June and cover the South of England.

We are looking for a self-motivated administrator with excellent organisational skills who can work well on their own or as a flexible and effective team member. You will be an articulate and effective influencer who is able to work to tight deadlines.

You will have a good standard of education, including a GCSE in English Language grade A-C or equivalent and good IT skills including Microsoft Office, email and diary systems, intranet and internet. Competent office skills and the ability to deal with all levels of people are also essential to the role.

Applications received by 25/03/10 will receive first consideration. However, we reserve the right to close the post earlier if necessary.

Applications, by CV if preferred, should be emailed to jobline@colchester.ac.uk. A job description and application pack can be obtained from our website: www.colchester.ac.uk.

Vacancy Information

Marketing and Events Assistant

Job ref: 09-052

Hours	Full time
Salary	£16,353 – £17,778 per annum
Duration	Fixed term until December 2010
Location	Colchester

To apply: Please complete and return the enclosed application form, or send in your CV with covering letter if preferred, by email to jobline@colchester.ac.uk or by post to Jane Hatton, HR Department, Colchester Institute, Sheepen Road, Colchester, Essex, CO3 3LL. In either case, or if you have already sent in your CV, we would be grateful if you could complete and return the enclosed equal opportunities monitoring form.

Applications received by 25th March 2010 will receive first consideration. However, we reserve the right to close the post earlier if necessary.

Additional Information

Colchester Institute is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This post is exempt from the Rehabilitation of Offenders Act 1974. You must therefore disclose all spent and unspent convictions, cautions, reprimands and final warnings. If you are offered the post we will need to obtain a satisfactory Criminal Records Bureau Disclosure for you.

The Role

This is a temporary post to provide support to a range of marketing services in the College with particular attention paid to the organisation and promotion of internal and external events. Such events range from the organisation and on the day to day staffing of our Graduation Ceremonies; open events at the College; external events such as Suffolk Show Tendring Show and Clacton Air Show; working with the Clacton high schools to promote the Clacton Consortium Subject Fair; organising launch events for new facilities/curriculum area, etc

The position involves working with the Marketing and Research Assistant who looks after the student liaison element of our Graduation Ceremonies for approximately three months of the year. Organisation of the annual Graduation Ceremonies in

October covers staff and guest/VIP liaison, checking data and working with a range of internal staff and external suppliers for print, venues, catering, floristry, gowning, photography, etc.

The position is based at the Sheepen Road, Colchester campus but will involve time at our bases in Clacton and Braintree and may also include Dovercourt and any other sites that may be added. The College actively targets the Tendring, Colchester, Braintree, Chelmsford and South Suffolk areas and therefore travel within these areas is essential. For our Higher Education courses, promotion is national, including coverage at UCAS Fairs.

The College places a strong emphasis on recruiting high quality staff and on supporting continuing professional development for all staff to ensure that they are effective in providing high standards of teaching and learning and in putting customers first.

Candidates applying via email will not receive hard copy information by post and are therefore recommended to visit our website www.colchester.ac.uk to obtain further details about the College

JOB DESCRIPTION

<u>Job Title</u>	Marketing and Events Assistant (Temporary contract)
<u>Responsible To</u>	Marketing Manager
<u>Grade / Scales</u>	Scale 3 Points 11-14
<u>Location</u>	Colchester (but see below for other coverage)

Purpose Statement

This is a temporary post to provide support in a range of marketing services in the College with particular attention paid to the organisation and promotion of internal and external events.

The post-holder will also work with our Schools Liaison Officer to promote the College through UCAS Fairs which run from March to June and cover the South of England.

Main Tasks

1. Organise, book and assist in promoting events such as open days/evenings, launches community events and county show attendance, UCAS Fairs and the annual Graduation ceremonies.
2. Compile, keep up to date and communicate an annual College events calendar and make it available on the College portal for all staff. Set dates generally a year in advance and communicate to all relevant parties.
3. Review and evaluate events to ensure continuous improvement.
4. Work and liaise with colleagues across College.
5. Set up stands and assist colleagues represent the College at national, regional and local promotional events, including evening and weekend work.
6. Plan and implement events to time, budget and quality standards.
7. Actively promote relationships with Centres and Departments to secure internal support and assistance for events.
8. Improve and update “events” pages on the College portal and website.
9. Organise effective briefings, role allocation and communication to all staff involved with events.
10. Provide an administrative service for Marketing.

11. Develop and maintain professional relations with internal/external customers and suppliers.
11. Produce in-house promotional literature and signage.
12. Produce information packs for visitors to the College's Open Events.
13. Be responsible for the supply of promotional literature/gifts/items.
14. Work as an effective member of the Marketing team.
15. Assist the Schools Liaison Officer at school and university focused events.
16. Make and confirm bookings with both internal and external suppliers.
17. To undertake such other duties as may be required by the Marketing Manager, consistent with the nature of the post.

Supporting Information

- This position within Colchester Institute has a direct impact on the achievement of corporate objectives and targets.
- The person appointed will need to be a self-motivator with excellent organisational skills, who can work equally well alone and as part of a group.
- The ability to work to tight deadlines is essential in this position.
- The post-holder will be articulate and an effective influencer.

This job description is current as the date shown. It may be amended in any way following consultation with the post holder to take account of changes or anticipated changes in the organisation or management of Colchester Institute.

PERSON SPECIFICATION

Post title: Marketing and Events Assistant

Ref: 09-052

	Essential	Desirable
Qualifications / Training	<p>Evidence of a good standard of education, including good GCSEs, or equivalent, results.</p> <p>Minimum English Language GCSE (grade A-C).</p>	<p>A Levels (or equivalent level 3 qualifications) or higher.</p>
Knowledge / experience	<p>Experience of multi-tasking and working in a busy team environment</p> <p>Solid administrative skills gained in a busy working environment</p>	<p>An understanding of marketing principles</p> <p>Experience of working in a marketing department</p> <p>Experience of organising and participating in corporate events</p>
Skills/abilities	<p>Good IT skills, using Microsoft Office suite and including email and diary systems, intranet and internet</p> <p>Excellent communications skills (written and oral)</p> <p>Excellent organisational skills Ability to deal with all levels of people</p> <p>Competent office skills, Time Management skills</p> <p>Must be active and able to set up display stands and move</p>	<p>Presentation skills</p> <p>Design skills</p>

	marketing equipment and materials	
Special Requirements	<p>Must be a flexible team member and able to assist colleagues according to their workloads.</p> <p>Willing and able to work evenings and weekends at different locations for in-house and external events.</p> <p>Ability to travel to different locations within the locality.</p> <p>Willingness to tow the promotional trailer</p>	