



OAKLANDS COLLEGE

JOB DESCRIPTION

CAREER FRAMEWORK	Marketing
JOB TITLE	Marketing and Events Executive
REPORTING TO	Marketing Supervisor

SUMMARY OF POST

To promote the College to potential students and the wider community through events and activities. To participate in general marketing activities, provide effective support for the team and positively promote the College at internal and external events.

KEY RESPONSIBILITIES

- Plan, organise and co-ordinate internal college events, including open events (whether virtual or in person).
- Plan, organise and project manage college community events within agreed budget, liaising with internal and external stakeholders as required.
- Provide accurate information to feed into the reporting and analysis on expenditure, effectiveness and progress of activities.
- Manage, produce and organise college stands, equipment, promotional materials (hard copy and digital) and displays.
- Liaise with colleagues to ensure that stands, materials and presentations meet corporate quality standards and events are adequately manned.
- Evaluate the effectiveness of all activity and make recommendations for future events.
- Participate in all marketing, media and promotional activity as required to meet the needs of the College.

Be aware of and follow College policies and procedures, with particular attention to health and safety, safeguarding, risk management, equality and diversity, quality and our values and behaviours. You will be required to attend training as necessary.

CRITERIA

RECRUITMENT

- Effective written communication skills
- Effective oral communication and presentation skills
- Excellent organisational and time management skills
- Good working knowledge of the Microsoft Office Suite
- Proven experience of organising and managing events, conferences or exhibitions

ESTABLISHED

- Successful completion of probation period and Induction programme
- Attended relevant in-house training courses
- Evidence of meeting targets set

EXPERIENCED AND QUALIFIED

- 2 years in the role
- Evidence of leading / managing projects to meet the Business needs
- Evidence of CPD
- Evidence of identifying and developing new events, both internal and external to promote the College

DEVELOPED STAGE – Assessed against the values and behaviours

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PERSON SPECIFICATION

- Understanding of event management procedures
- Excellent organisational and coordination skills
- Outstanding communication and negotiation skills
- Proficiency in digital event promotion tools such as social media channels
- Customer service skills
- Understanding of key performance indicators in events management
- Excellent multitasking and task prioritisation skills

SKILLS AND EXPERIENCE

- Successful experience of planning, co-ordinating and developing events.
- Experience of participating/supporting advertising, marketing and/or promotional activity
- Experience of effectively co-ordinating activity across departments
- Experience of project managing marketing activity

Date approved			
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Date reviewed			
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This job description is current as at the date shown above. In consultation with the postholder it is liable to variation by the Principal to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The daily job will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.