

# Events and Marketing Coordinator

## Recruitment Pack

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## Role scope

<b>Job title:</b>	Events and Marketing Coordinator
<b>Location:</b>	100 Longwater Avenue, Green Park, Reading, RG2 6GP/Remote working
<b>Reporting to:</b>	Marketing and Partnerships Manager
<b>Salary:</b>	£22,000 plus benefits

We are looking for an Events and Marketing Coordinator to work in our Communications team. In this role you will be organising business events both face to face and virtually to support our busy and thriving events programme. You will be supporting the Communications Manager for the LEP and the Marketing and Partnerships Manager for the Berkshire Business Growth Hub service with the marketing, promotion and delivery of workshops, conferences, and business support programmes including booking speakers and trainers and providing vital administrative support.

This role will suit a dynamic and forward-thinking events and marketing coordinator with a strong work ethic and a flexible 'can do' attitude. To meet the requirements for this role you will need to have previous experience in event management, preferably with experience of delivering business to business events, or marketing. You will have the opportunity to develop your skills within this exciting role and work with a truly diverse range of local businesses.

We offer a collaborative and friendly environment with lots of opportunities to get involved across the LEP.

The role is likely to be home-based initially, and subsequently based in Reading (with home-working options available).

## Main responsibilities

- Oversee the organisation, promotion and delivery of a virtual/face to face programme of events that support businesses in Berkshire
- Organisation and attendance at business events both face to face and virtually, booking speakers and venues/managing online platform, handling delegate bookings, and ensuring the smooth running of the events
- Working with the Communications team to ensure timely, accurate and relevant promotion of events and event related information
- Ensure completion of all paperwork for each event, and accurately uploading information onto the CRM in a timely manner
- Support in the development and upkeep of website content, distribution of e-newsletters and weekly events emails
- Support with social media activities and/or monitoring at key times
- Provide administrative support for events and marketing activities

- Respond promptly to client enquiries in relation to the events programme to ensure excellent customer service.

## Interested? How to apply

For any questions about the LEP or for an informal discussion, please contact Frances Campbell at [frances@thamesvalleyberkshire.co.uk](mailto:frances@thamesvalleyberkshire.co.uk)

If you wish to apply for this position, please send your CV/Profile and a **one-page summary** of your reasons for wanting to join us, to [zoe@thamesvalleyberkshire.co.uk](mailto:zoe@thamesvalleyberkshire.co.uk) by midday on the 10 May 2021

## Recruitment timetable

Date	Stage
12pm 10 May 2021	Closing date for applications
13 May 2021	Interviews – anticipated date

## Person Specification

Attributes	Essential	Desirable
Knowledge and experience of event management, business conferences both at venues and online	X	
Experience in marketing and promotion, including engagement via social media and email	X	
Excellent accuracy and attention to detail	X	
Experience of accurately transferring information to a CRM	X	
Excellent written and communication skills	X	
Knowledge of website management		X
Ability to communicate information that can engage with a wide business audience	X	
Understanding of health and safety relating to event management		X
Strong organisational skills	X	
<b>Personal Qualities</b>		
Self-motivated – meets deadlines	X	
Proactive and creative	X	
Flexible and adaptable approach to work in a fast-moving environment, including some out of hours work	X	

## Context

Thames Valley Berkshire Local Enterprise Partnership (LEP) is one of 38 LEPs in England. They are business led partnerships between local authorities, private sector businesses, the voluntary and community Sector and Higher Education and Further Education partners. They play a central role in determining local economic priorities and undertaking activities to drive economic growth, job creation, improve infrastructure and raise

skills within the local area. LEP Boards are led by a Business Chair and Board members are local leaders of industry (representing businesses of all sizes), educational providers, the voluntary and community sector and the public sector.

Thames Valley Berkshire LEP is a business-led, public-private partnership entrusted with public funds to drive economic growth in Thames Valley Berkshire. To date we have secured and allocated **£186m** of UK and European public funds to help implement our Strategic Economic Plan (the SEP): **£142m** of Local Growth Funds (to deliver 36 commitments agreed in three Growth Deals); **£3.36m** to finance the operation of the Berkshire Business Growth Hub from 2014 to 2021; **£15m** of Growing Places Funds - to use as recycling loan fund, of which £11.3m has been invested in the **Thames Valley Berkshire Funding Escalator**; and **£26m** of European structural & investment funds, of which £5m has been invested in the **Thames Valley Science Park**. We are building a pipeline to support the award of further Local Growth Funds which were announced in the 2020 Budget and will become available from 2021/22 and to prepare our bid to the new UK Shared Prosperity Fund which we anticipate will be available from 2023.

The Business Growth Hub provides impartial, fully funded support, advice and information for growing Berkshire based businesses. It acts as the first point of contact for all business support enquiries providing light touch business advice; events/networking, clinics and masterclasses provided by a network of partners; a pre-accelerator for start-ups, a bespoke programme for high growth potential businesses and account management for scale-up businesses.

Our area of responsibility is Berkshire, at the heart of the wider Thames Valley. Alongside London, it is the UK's economic powerhouse, contributing nearly £38bn in GVA per annum, to the national economy.

The Thames Valley Berkshire Skills Advisory Panel provides a leadership role on skills in the local area and has an advisory role to the LEP Board. The Panel uses high quality local analysis to influence investment and strategic decisions to address local skills challenges.

This is a critical time for LEPs. The impacts of COVID-19 are bringing unprecedented challenges to Thames Valley Berkshire. As an area we have strengths that make us resilient but to minimise the economic impact of the pandemic on our residents and businesses we need to ensure that our interventions and longer-term recovery plans are based on high quality evidence bases.