

## JOB DESCRIPTION

**Job Ref No:**

**1. JOB TITLE:** Events and Marketing Executive

Department/Division: Innovate UK Business Growth – International Programmes

**2. REPORTING RELATIONSHIPS:**

Responsible to: Head of International Programmes – Amerdeep Mangat

Responsible For: (No. & Job Title:) N/A

**3. MAIN PURPOSE OF JOB:**

Working closely with the Head of International Programmes/IUK BUSINESS GROWTH Project Manager and other members of the IUK BUSINESS GROWTH team, the role will be to lead the marketing and delivery of the BUSINESS GROWTH events, maintaining client engagement records (salesforce), and plan and execute programme marketing campaigns across the West Midlands.

Your goal will be to ensure high awareness of IUK BUSINESS GROWTH services & activities, high member attendance and satisfaction at events, and maintaining accurate client records on salesforce CRM.

**4. KEY RESULT AREAS:**

- Events and Marketing
  - To develop and manage marketing campaigns from planning, creative design, to execution of the campaign and analysis of the results to determine ROI/success.
  - To be the operational lead for all programme events including venue sourcing where required, sourcing and liaising with expert speakers, venue set-up, event booking and registration, on-going internal and external events communications and on the day event management.
  - Lead on the organisation and promotion of local International related events - this will include all aspects of event management from concept to delivery. There will be opportunities to represent the International Business Hub at events which will include meeting prospective clients and building networks.
  - Marketing and PR: Collating information for and writing of blog post, newsletter articles and success stories to help enhance visibility of international project activities in addition to managing all social media channels.
- Client Engagement and Data Management
  - Provide administrative support for all international programmes. Lead on data accuracy tasks both local and within the consortium CRMs.
  - Liaising with clients on behalf of advisors when needed for data collection or dissemination, ensuring the advisor is kept in the loop at every step.

- General
  - Assisting in delivery of all outputs, activities, outcomes and reporting as required by the claims and delivery schedule and as directed by the line-manager. This is a major part of the job and is vital to its success.
  - Liaise with stakeholders, partners, multipliers and clients, internal and external, regional, national and international in order to fulfil our obligations in the contract of delivery.

## **5. KNOWLEDGE, SKILLS & EXPERIENCE:**

### Essential:

- Excellent communication and presentation skills.
- Effective time management skills and the ability to work unsupervised and proactively.
- A professional, result orientated, mature and adaptable approach.
- Proficient skills – Microsoft Office.
- Excellent oral, written skills and good copy writing skills.
- An excellent working knowledge of Social Media applications.
- Positive, approachable, and welcoming, particularly in an events capacity.
- Exceptional coordination skills with the ability to prioritise tasks within tight deadlines and comprehend the bigger picture whilst remaining comfortable with detail and accuracy.
- Planning and organisation skills- the ability to multi-task and coordinate several projects at once whilst maintaining focus, control and gaining input of the wider team where relevant.
- Self-driven with the ability to use initiative, prioritise and plan ahead.

### Desirable:

- Experience of marketing to a B2B audience.
- A full current driving license.