

## Role Description Form

<b>Job Title:</b>	Marketing Assistant
<b>Job Holder/s:</b>	n/a
<b>Sub Department:</b>	
<b>Department:</b>	University of Warwick Science Park
<b>Responsible to (title and name):</b>	Business Ready Programme Manager
<b>Responsible for (title and numbers):</b>	n/a

<b>Job Purpose:</b>	Undertake a wide range of marketing activities that support the Business Ready Programme marketing and events objectives; including implementing marketing plans to support client recruitment and event attendance.
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Principal Accountabilities	%
1. In collaboration with the Business Ready Team, implement marketing plans that support client and event recruitment. You will contribute to the content of those plans, which would typically include establishing objectives, messaging, understanding of market, use of appropriate channels (website, brochure, campaign) and mechanisms to evaluate.	15
2. Responsible for writing content managing the production of marketing communications materials e.g. brochures, online content etc and contributing content to core channels such as the partners of the C&W SME Business support programme and the contracted PR agency.	20
3. Maintain data on the client databases and mailing systems, and regularly update content on the website and social media channels	20
4. Implement marketing activities/campaigns to support the launch of new services and events, ensuring that new services and events are included and integrated into core marketing channels.	15
5. To prepare correspondence (such as invitations, booking confirmations and post-event feedback questionnaires), invitation lists and marketing materials for events.	10
6. Attend promotional events and workshops and answer queries from clients, staff and other stakeholders regarding all aspects of the programme and the Science Park.	10
7. To ensure event activity is recorded on internal systems to meet ERDF requirements. To provide data on events activity and to collate and evaluate feedback from stakeholders after each event and to make recommendations for improvement.	5
8. Any other activities that support the programme's marketing and events strategy.	5

<b>12</b>										
Qualifications		Minimum GCSE standard in English and Maths. Desirable to be a graduate in Marketing, Business or Journalism,.								
Professional Qualifications		Desirable to have a professional Qualification in Marketing or to be working towards one								
Previous Experience		Experience of working in a Marketing or events team Experience of working in a business to business context would be advantageous								
Knowledge and Skills		<p>Excellent written and verbal communication skills and ability to communicate with a broad array of audiences. An ability to think creatively. Ability to convey complex information to a range of markets Demonstrated skills in creating compelling marketing messages Knowledge and demonstrated experience of using digital media to reach and connect with markets. Experience of delivering marketing campaigns.</p> <p>Good organisational skills with the ability to prioritise multiple tasks while achieving a high level of accuracy. Ability to establish and maintain effective working relationships with colleagues and other stakeholders. Excellent project management skills and ability to work to tight deadlines.</p>								
Other Information										
<b>Dimensions</b>										
Financial		The post holder will have access to various budgets for their work when needed, and will be responsible for ensuring that projects and activities come in on budget.								
Operational		The post holder will quickly be expected to manage work and priorities on a day to day basis and act independently but to clear parameters, calling for advice/support when needed.								
Staffing – Supervision Given		n/a								
Staffing – Supervision Received		Day to day line management by the Business Ready Programme manager in the first instance, but needing to develop operational independence quickly.								
<b>Planning and Organising</b>										
What is the furthest ahead you have to plan? Which Principal Accountability does this relate to?										
.....										
Daily		Weekly		Monthly		Quarterly	x	Annually		Longer
Please provide an example of the work the post plans in advance (using the longest timescale) -										
<p>Planning and implementing marketing projects that strengthen recruitment of appropriate clients and to programme events.</p>										

Communication	
<p>The post holder will be required to communicate effectively across the sub teams at University of Warwick Science Park.</p> <p>In addition, the post holder will need to communicate effectively with regional stakeholders.</p> <p>Excellent written and verbal communication will be essential – creating exciting and compelling marketing messages and implementing them into predominantly digital marketing channels.</p>	
Decision Making	
<p>Please provide an example of a typical decision made in this job, and of the most complex.</p>	
<p>Typical – Day to day- making a decision about which marketing message and channel is most appropriate.</p> <p>Complex – Identifying potentially difficult online communications or event issues and proposing solutions to the programme team.</p>	
Supplementary information	
Special circumstances	

**Signatures:**

	Signed	Printed
<b>Head of Department</b>	_____	_____
<b>Line Manager</b>	_____	_____
<b>Job holder/s</b>	_____	_____