**Marketing & Events Co-ordinator - JOB DESCRIPTION**

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| **Job Title** | Marketing & Events Co-ordinator |
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| **Position in Organisation** | **Based at**: Bradford or Leeds office with requirement to travel between all locations utilised by the WNY Chamber of Commerce, including York and North Yorkshire.  **Hours:** 35 hours per week Monday to Friday (some evenings and early mornings will be required and therefore the post holder must be flexible)  **Reporting to**: Marketing & Events Manager |
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| **Purpose** | (Note: In addition to these functions employees are required to carry out such other duties as may reasonably be required)  Working as part of the Chamber Marketing & Events team you will be responsible for planning, promoting and delivering both Marketing activity and Events, across the West & North Yorkshire Region.  We need a high energy and adaptable individual, who is pro-active and customer focused. A person with exceptional communication skills, both written and verbal. Organisation is key to the success of this role, as is the need to be self-starter with regards to administration.  Working within the Marketing and Events team you will need a good understanding and experience in using social media platforms and digital marketing channels.  The ability to work under pressure and to deadlines is essential, as is the need to manage and plan your own workload. Time management skills are vital as well as the ability to work on your own but also as part of a team |
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| **Main Responsibilities and Duties** | Pro-actively plan, promote and deliver events across the region. Both in person and virtual. Including set up and attend in person. This will include early breakfast as well as evening events so ability to work flexible hours essential.  Manage the administration and marketing materials for each event, such as producing Powerpoint presentations from branded templates, delegate lists, place cards and badges, dietary requirements, equipment. Managing speaker bios and events overviews.  Stakeholder Management, Responsible for forming and maintaining strong collaborative relationships with venue providers, including sourcing venues, obtaining costings, booking equipment  Processing bookings using Salesforce, both via telephone and email, the ability to use/learn new technology and processes essential.  Responsible for increasing attendance at events primarily by phone and therefore an excellent telephone manner is essential.    Produce management information about each event, eg numbers, prospective members. Liaise with membership team.  Obtain feedback from events.  Work closely with Marketing and Membership Services team.  Perform all other reasonable duties as and when required. |

**Events Co-ordinator - PERSONNEL SPECIFICATION**

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| **Attribute** | **Essential** | **Desirable** |
| **Qualifications** | - Qualified to GCSE level or equivalent in English and Maths at Level 4 or above | - Marketing or Events related degree or equivalent  - Relevant NVQ qualification |
| **Experience** | - Used to and comfortable with working to targets and short deadlines  Experience of a customer facing role  - Experience of successful relationship building with stakeholders and partners | - Experience of working within either a busy marketing or events company, events department  - Experience in a membership organisation  - Experience of Sales |
| **Communication skills** | - Confident and outgoing, with excellent interpersonal skills  - Excellent standard of written and spoken English  - Able to liaise with internal and external contacts  - Excellent telephone manner |  |
| **Practical & intellectual skills** | Social Media Savvy – experience of “posting” while at events  Knowledge of CRM systems  MS Office,  - Good level of numeracy  - Excellent organisational skills  - Accurate record keeping and attention to detail  - Good knowledge of PowerPoint; experience of handling projectors and laptops for presentations | - Basic knowledge and understanding of Health & Safety and other company policies  - Marketing experience including social media  - Salesforce, Zoom, Teams and Databases; Trello |
| **Disposition & attitude** | - Must be hard working and adaptable to the needs of the organisation  - A proactive and can-do attitude  - Problem solving skills  - Must be able to work unsupervised and as part of a team  - Highly motivated to ensure quality at all times |  |
| **Special knowledge** | - Driving licence  - Access to a car  - Event management | - Knowledge of range of procedures available for event management |
| **Physical or sensory** | - Able to work outside normal office hours as early morning and evenings on a regular basis.  - High level of personal presentation |  |