

Events & Marketing Assistant - Role Description

Part1: The Role

ROLE TITLE: Events & Marketing Assistant	REPORTS TO: Executive Director
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DIRECT REPORTS: N/A

OVERALL ROLE PURPOSE: Provide events and marketing administrative support to the executive team to ensure smooth delivery of the events calendar and the marketing campaigns surrounding this to ultimately build and develop BPS Birmingham membership.
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INTERNAL RELATIONSHIPS:

With:	Purpose:
Executive Manager	Delivering events and marketing campaigns to grow membership and engagement of existing members
Administrative Assistant	Work closely with invoicing and membership administration
The Board	Report back to and develop ideas regarding development of membership
Committee members	Work closely with the operational delivery of events
Members	Engage with professionally by representing BPS Birmingham and answer queries.
Executive Director	Report back to and develop ideas regarding development of membership. Line manager responsibility.

EXTERNAL RELATIONSHIPS:

With:	Purpose:
Venues	Organise events
Potential members	Professionally communicate the benefits of BPS membership and appropriately send membership information. Meet and greet them at events to provide a friendly welcome to our community.

OTHER RELIANCES & DEPENDANCIES: <ul style="list-style-type: none"> - Regular Executive Director feedback in addition to committee and membership feedback - Additional support as necessary from the Executive Director in terms of workload management and prioritisation, plus periodic feedback. - Back up from administrative assistant in the event of absence and ability to perform key business functions. - IT support from external provider.

RESPONSIBILITIES OF THE ROLE:

KEY RESPONSIBILITY AREA: Event administration
WHAT: Take ownership of all event administration and processes and be innovative where appropriate.
<ul style="list-style-type: none"> • HOW: Administer events by using the event management software (Eventbrite type systems)

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- Delegate management (including producing name badges, sign in forms, feedback forms, delegate packs, speaker gifts, banner organisation)
- Attend events where possible to support committees and represent BPS Birmingham in a confident and professional manner
- Add events to the website including imagery sourcing and selection
- Record all events in the BPS master events calendar
- Monitor and update the events process
- Produce feedback surveys and collate results
- Monitor member/ non-member event attendance

MEASURE: Smooth running of all event administration

KEY RESPONSIBILITY AREA: Digital marketing

WHAT: Carry out digital marketing to promote events and activities in an engaging and concise manner and keep all information up to date.

- **HOW:** Collect copy for, edit, collate and send e-newsletters and one off mailers to membership with Mail Chimp
- Create social media plans for particular events and activities
- Use social media channels to promote events and activities: Twitter, Facebook and LinkedIn
- Take ownership of the mailer schedule
- Update the website by using WordPress, regularly
- Utilise the appropriate tools for promotion of events and activities
- Prioritise and organise events and activities to be promoted
- Edit images to sit in e-newsletters and one off mailers using Photoshop and Mail Chimp
- Create monthly Google Analytics reports
- Create monthly Mail Chimp reports

MEASURE: Digital marketing regularly updated and successfully implemented to share information and promote activities.

KEY RESPONSIBILITY AREA: Be a brand champion

WHAT: Be meticulous about protecting, promoting and working with our brands.

- **HOW:** Achieve thorough understanding of the BPS Birmingham brand guidelines
- Edit and create all content to fit within the brand guidelines

MEASURE: Successfully defend and promote brand

KEY RESPONSIBILITY AREA: Copywriting

WHAT: The ability to write engaging copy, edit other people's copy and have a keen eye for detail.

HOW:

- Proof read all copy submitted for mailers and the website and have the confidence to question and edit where appropriate
- Write copy for events and activities to be used on the website and mailers
- Use a relevant tone for all communications

MEASURE: All copy is correct and engaging

WORKING CONDITIONS: Office based in Colmore CBD. Typically 9am-5pm, but with occasional breakfast and evening events (typically one a week). See section 3 re: flexible working options. We are a small team who are out and about delivering events, so there will be periods of time alone in the office.

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PHYSICAL REQUIREMENTS: N/A

Part 2: The Person

TECHNICAL SKILLS: Specific training on our platforms will be provided, but desirable generic skills required include (in order of preference)

- WordPress
- Social media savvy
- Mail Chimp (or equivalent)
- Microsoft Office Suite
- Eventbrite (or equivalent)
- CRM systems
- Photoshop
- Google Drive

QUALIFICATIONS: Educated to at least further education level (BTEC, HND, NVQ or equivalent), preferably in a marketing/ events management related area. Must also have GCSE English and Maths.

BEHAVIOURAL COMPETENCIES:

- Positive and energetic attitude
- adaptability
- team player, with willingness to help out across the board
- enjoy wide variety of tasks
- strong sense of ownership
- client/ customer focussed
- good sense of humour

EXPERIENCE:

Some experience of working in/ with some of the following:

- not-for-profit organisation
- membership organisation
- working with volunteers
- marketing activities
- event organisation on varying scales/ frequencies
- writing engaging copy to promote activities
- updating a website
- social media use in a business environment
- customer service.

Part 3: Role Key Details

This position is ideal for someone looking to start on a career in events and marketing. It is a hands on role dedicated to these work streams and not an administrative assistant in disguise! Key details are:

Salary: Up to £16,000k per annum depending on experience. Apprenticeship route is an option if appropriate to applicant.

Hours: 37.5/ week. Will consider part-time and flexible working options.