

JOB DESCRIPTION

Job Title: Marketing & Events Coordinator – Growth Hub

Salary: Circa £30,000 (depending on experience)

Full time and initially fixed term to 31st March 2024, however likely to continue to March 2025, once funding has been confirmed.

Reports to: Growth Hub Development Manager

Job purpose / key role:

The role of GFirst LEP is to drive sustainable economic growth in the county, and by doing so, create jobs and business opportunities.

The Growth Hub Network, a key GFirst LEP project, is entering its ninth year of operation under a new funding regime the UK Shared Prosperity Fund (UKSPF). This role will be vital in supporting the successful delivery, marketing and communication of the project. The role involves multiple duties and responsibilities including developing a marketing and communications strategy that meets the requirement of the Networks partners and funders, delivering campaigns to promote and raise awareness of Growth Hub activity and increase business engagement, procuring a new Growth Hub website and ensuring its functionality with data capture and reporting needs, developing digital case studies and content, and working with Network partners to develop and deliver a countywide events programme.

Main duties/responsibilities/accountabilities:

- Working with partners and project funders develop a Growth Hub Network marketing and communications strategy that supports business engagement activity across the county.
- Work with Network partners to support the coordination and implementation of marketing activities to raise the profile of the Growth Hubs and generate enquiries for services, in line with goals and objectives.
- Following consultation with partners and funders produce a project brief and procure a new Growth Hub website. Ensure website functionality is compatible with existing digital infrastructure including the Growth Hub CRM.
- Oversee the ongoing maintenance and development of the website including content creation and functionality.

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- Plan, design and manage multiple engagement activities including business surveys, social media campaigns, newsletters, focus groups and other methods of engaging businesses.
- Plan and support the delivery of a countywide programme of events, workshops, and seminars.
- Support Growth Hub Managers in the analysis and reporting of inbound and outbound marketing activity, inclusive of capturing and analysing social media metrics.
- Ensure specific targeted marketing and to improve engagement with underrepresented business communities.

QUALIFICATIONS	Marketing related qualification or at least 2 years' experience in a communication related field
KNOWLEDGE	<p>A strategic thinker, experienced in the development and implementation of marketing plans.</p> <p>Budget management and accountability.</p> <p>Demonstrate experience in effectively engaging with businesses through marketing activities and campaigns.</p> <p>Knowledge of digital marketing infrastructure including websites and social media channels.</p>
SKILLS – personal	<p>Good organisational skills with the ability to manage multiple tasks, stakeholder expectations and prioritise work effectively.</p> <p>Able to work independently and as part of a team</p> <p>Clear and precise communications skills, demonstrating the ability to manage complex information and disseminate to multiple audiences.</p>
SKILLS - technical	<p>Demonstrate an ability to use IT proficiently using Microsoft packages, website and management information systems.</p> <p>High level of understanding of effective B2B social media use.</p> <p>The ability to create exciting and engaging content and case studies.</p>

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	<p>High level of understanding of other marketing tools and platforms including Survey Monkey and MailChimp.</p> <p>Experience of using Customer Relationship Management Systems.</p> <p>Good verbal and written communication skills.</p> <p>A working knowledge of Google Analytics and social media scheduling platforms</p>
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Job Context/Challenges:

- This role is part of a new funding contract for the Growth Hub project delivered over an initial fixed term period to end March 2024. It is, however, likely to continue to March 2025, once funding has been confirmed.

Key Relationships

Internal

- Other staff/team members – who will require support and co-ordination to deliver aspects of the marketing engagement and initiative delivery.
- Meet regularly with the Growth Hub Development Manager and Project Officer to assess on-going and evolving tasks and areas for personal focus/development.

External

- Growth Hub teams across the county – to support, identify and maximise marketing to local business communities
- Businesses – to add value to them by providing information and opportunities for engagement with all of the areas of the LEP activity, ultimately to enhance the economic performance of the region.
- Intermediaries – positioned to be able to provide good engagement and effective relationships with all relevant intermediaries.

Decision Making Authority:

- Day to day decisions of how best to manage on-going tasks and workload to meet personal objectives and targets

Additional Information:

- The ability to travel throughout Gloucestershire would be of benefit to this role.
- You may be required to undertake such reasonable additional duties as required from time to time.



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- We may reasonably vary your duties and responsibilities at any time according to the needs of the Company's business.
- Occasional unsociable hours and travel.

Equal Opportunities Statement

GFirst LEP is an Equal Opportunities employer and seeks to ensure that all applications are treated in a fair and non-discriminatory manner. Standardised recruitment processes are followed and all applications for posts are considered against pre-determined criteria relevant to the requirements of the post. Consistent with our Equal Opportunities Policy, the Company does not discriminate on any grounds including, but not limited to, race, ethnic origin, colour, sexual orientation, gender, marital status, disability, class, age, political belief, religion or belief.

Respect and Dignity at Work – 'Improving Working Lives'

GFirst LEP is committed to equality of opportunity and diversity in the workplace; all managers and staff are responsible for ensuring that this is delivered in practice.

GFirst LEP is equally committed to respect for other people and all managers and staff are expected to be clear of what is expected of them and for ensuring that they commit to this policy in their day-to-day working life.

GFirst LEP will not tolerate any forms of bullying or harassment in the workplace. Everyone has a personal responsibility to seek to improve his/her own and colleagues working lives to create a healthy and productive working environment.