**Events and Marketing Lead**

**Permanent**

**£28,243 to £32,287 p,a**

*Nescot is recognised as the ‘****Employer of the year’*** *at the Surrey Business Awards 2024 and offers a wide range of benefits and wellbeing activities to staff.*

The Events & Marketing Lead will play a key role in the planning and delivering of a range of internal and external events which are major focus for the college, and part of Nescot marketing team’s remit.

The role will involve administrative and practical work in organising, promoting and developing a range of high quality, cross-college and external events.

Working with the Director of Marketing and Admissions, the role will require the postholder to both engage and inspire colleagues throughout the college to develop a calendar of events that support Nescot’s reputation and recruitment priorities.

Strong organisational skills, good communication, attention to detail and creative flair will help you succeed in this role which offers plenty of scope to make your own.

The postholder will also have the opportunity to develop skills in marketing, working alongside colleagues in the college’s marketing team. As the post holder develops, they will be expected to become increasingly independent and proactive in their work, under the guidance of the Director of Marketing and Admissions.

**Benefits:**

* A discounted on-site gym, sports hall, fitness class, osteopathy and day nursery
* 5-minute walk from Ewell East Station
* Discounted Starbucks, Modern hair and beauty salon offering employee discounts
* Free online qualifications
* Free parking on-site

*Nescot is graded ‘Good’ by Ofsted following its latest inspection in January 2023. Inspectors rated the College as Good in all 8 aspects. The report recognises that students “enjoy their courses and are motivated to succeed”, and benefit from “highly supportive relationships” with staff. Safeguarding arrangements are “effective” with regular training for staff, and leaders have in place “an effective policy for safer recruitment.”*

*At Nescot, we’re proud of our inclusive culture and we welcome all applications. This role is employed through Nescot Enterprises Ltd, a wholly owned subsidiary of Nescot which operates different terms and conditions.*

**Closing date Sunday 5 January 2025**

**Interviews will be held w/c 13 January 2025**

JOB DESCRIPTION

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| **Position Details:** | |
| **Title:** | Events & Marketing Lead |
| **Department:** | Marketing and Admissions |
| **Fraction:** | 1FTE |
| **Status:** | Permanent |
| **Grade:** | Support Grade 6: £28,243.27 - £32,287.81 |
| **Child/Vulnerable Adult Contact:** | Yes |
| **Reporting / Department Details:** | |
| **Responsible to:** | Director of Marketing and Admissions |
| **Job Purpose:** | |
| Plan, develop and deliver a comprehensive and inspirational programme of college events. Engage with internal and external stakeholders including curriculum, employers, partners and associations to effectively plan and deliver successful events and outcomes.  This role requires excellent event management skills and an understanding of excellent customer service delivered across a range of audiences.  Prior knowledge of further education is desirable but not essential. | |
| **Main Duties and Tasks:** | |
| **Event planning and delivery**   * Develop and execute a comprehensive calendar of events, communicating plans in advance that enable stakeholders to support events effectively. * Gather and confirm requirements from internal and external stakeholders to establish event objectives and requirements. * Produce detailed proposals for events (including timelines, locations, suppliers, staffing and budgets). * Source, manage and coordinate suppliers of goods and services, ensuring value for money and within budget * Have an overview of event logistics (including, location, catering, internal communications) to ensure events run effectively and to plan. * Liaise with appropriate teams to publicise and promote events if required. * Manage all pre-event planning and communication, including booking guest speakers, joining instructions and delegate packs. * Co-ordinating and develop briefings for staff and senior managers. * Working with cross-college teams to organise car parking, estates support and hospitality requirements when applicable. * Ensure insurance, legal, health and safety obligations are followed. * Oversee and participate in the organisation of set-up and dismantling of event within college. * Organise event de-briefs and produce post-event evaluation to inform future events. * Collaborate with the marketing team to produce engaging and high-quality communications, design and digital content to support events.   **Market research and performance measurement & reporting**   * Research opportunities for new events that support the college priorities. * Establish and track key performance indicators to measure impact * Generate reports that analyse events and provide recommendations for future improvements.   **Collaboration and communication**   * Collaborate with teams from across the college including, curriculum and support services to ensure alignment and integration of marketing initiatives. * Communicate event plans, strategies, and results to students, staff and senior managers. * Share event management advice, knowledge and experience with colleagues. * Support the wider marketing team by representing the College events, including some evening, weekend work. | |

*This job description is not a comprehensive definition of the post. Discussions will take place on a regular basis to clarify individual responsibilities within the general framework and character of the post as defined above.*

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| **Personal Development:** | |
| * Participates in, and co-operates with, own Performance Review Interview to ensure that job-related targets are met and ongoing staff development in line with Nescot’s aims. * To carry out Continuing Professional Development (CPD) relevant to the role, including subject or professional updates. | |
| **Equality and Diversity and Nescot Values:** | |
| * It is the responsibility of the post holder to promote equality and diversity, Nescot Enterprise values and recognition of diversity throughout Nescot Enterprises. * To follow and adhere to Nescot’s Equality and Diversity policy at all times. * The post holder will undertake their duties in full accordance with Nescot Enterprises’ policies and procedures relating to equality and diversity and Nescot Enterprise values. |
| **Safeguarding and PREVENT Responsibilities:** | |
| * It is the responsibility of the post holder to commit to safeguarding and promoting the welfare of students within Nescot Enterprises. * The post holder will undertake their duties in full accordance with Nescot Enterprises’ policies and procedures relating to safeguarding, PREVENT and promoting the welfare of students. | |
| **Additional Duties:** | |
| * To undertake such additional duties as may be reasonably required commensurate with the level of responsibility within Nescot Enterprises at the initial place of work or any other of the College Group sites within the area. | |

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| **Health and Safety:** |
| * Under the Health & Safety at Work Act 1974, whilst at work, you must take reasonable care for your own health and safety and that of any other person who may be affected by your acts or omissions.  In addition, you must co-operate with the College on health and safety and not interfere with, or misuse, anything provided for your health, safety or welfare. * The Health and Safety Policy is available through Sharepoint, your line manager or via Onboarding.  |  | | --- | | **Terms and Conditions of Nescot Enterprises Ltd:** | | * Please note that this is a post under Nescot Enterprises which has different terms and conditions to that of the College. | |
| **Annual Leave and Hours of Work:** |
| * Full time hours of work are 37.5 hours per week, normally worked Monday – Friday 8.45 am – 5.15 pm. Part time or casual hours will be as agreed. * For full time staff annual leave is 25 days plus Bank Holidays plus 5 efficiency days taken at Christmas when the College is closed for 2 weeks. Part time staff’s annual leave will be pro rata. Please note that it is expected that post holders will take their annual leave at times convenient to the department and its students, which will normally therefore be at times when students are not in College.  |  | | --- | | **Pension** | | You have the right to join the NEST scheme and you will be automatically enrolled into the NEST Government Workplace Pension Scheme should you meet the required criteria of an eligible job holder. You may elect to opt out if you wish. |   This job description is current as dated. In consultation with the post holder, it is liable to variation by the College to reflect actual, contemplated or proposed changes in or to the job.  UPDATED BY: Director of Marketing and Admissions Date: Dec 2024  UPDATED BY: HR Date: Dec 2024 |
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PLEASE CONTINUE FOR PERSON SPECIFICATION

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| **Person Specification – Events and Marketing Lead** | | | | | | | |
|  | **Essential** | | | | **Desirable** | |
| **Experience** | Demonstrable experience in developing and implementing successful events  Demonstrable experience in analysing and developing customer segmentation  Experience of delivering great customer experiences across multiple touchpoints | | | | Experience of working in education, training or skills  Experience in cross functional sales and marketing teams  Experience of project management tools and techniques | |
| **Skills and Abilities** | Ability to work in a matrix organisation developing effective working relationships across different college leaders, college functions and workstreams  Ability to take ownership and leadership of marketing campaigns and events  Understanding of marketing principles, processes  Excellent copywriting/editing skills  Excellent project management, event organisation, problem solving and analytical skills  Excellent planning and communication skills, working to deadlines and competing priorities  Ability to develop consolidated plans to support overall management, taking account of lessons learnt and how the plans balance scope, timescales, resources, budgets, risks and quality requirements.  Ability to present analysis and insights with clarity and confidence.  Excellent knowledge and competency of a wide range of marketing channels and analytics tools  Ability to plan, manage and monitor measurable activity and drive ongoing campaign optimisations  Good commercial and financial acumen with ability to manipulate and analyse data.  Critical thinking and able to problem solve | | | | Report writing and analysis skills  Influencing skills and able to challenge constructively | |
| **Qualifications** | Degree in marketing and/or events management or related business field or a minimum of 3 years’ experience in a related role.  GCSE English Language at grade A\*-B / 9-6 and GCSE maths at grade A\*-C / 9-4 or equivalent | | | | Professional certifications in event management and marketing | |
| **Personal Qualities** | Ability to influence, persuade and negotiate at all levels including internal and external stakeholders  Ability to build and maintain effective relationships with internal and external stakeholders  Self-reliance and resilience, with personal authority and tenacity in achieving results.  Unwavering passion for marketing events  Has awareness of equality and diversity and NEL Values which is promoted within your role  Commitment to continuing professional development  Commitment to safeguarding, PREVENT and promoting the welfare of learners  The required health and physical capacity to carry out the relevant administrative activities, after NEL has made such adjustments as may be required under the disability provisions of the Equality Act 2010  Commitment to energy management and sustainability | | | |  | |
| **KEY** | | | | | | |
| **A** = Application Form | | | **I** = Interview | | | **O** = Observed Teaching Session |
| **T** = Test | | **M** = Medical Questionnaire | |