

JOB DESCRIPTION

Job Title:	Events Officer x2
Ref no:	MKG270-R-R
Campus:	Hendon
School/Service:	Marketing
Grade:	6
Starting Salary:	£31,834-£36,508 per annum including outer London weighting
Period:	Permanent
Reporting to:	Prospective Student Events Manager

Overall Purpose:

The post holder will be responsible for planning and delivering innovative experiential student recruitment events, both on- and off-campus, in line with the University's conversion and customer experience strategies.

This role will be responsible for coordinating a programme of engaging and targeted student recruitment events, from planning through to delivery, across the prospective student journey (pre-application and post-application conversion events). It will ensure events effectively convey all aspects of student life at Middlesex University, both academic and social, and respond to the specific needs of prospective students at each point in their journey. The events will capitalize on Middlesex's campus, its students and staff to deliver an outstanding and differentiated experience which meets and exceeds targets aligned to prospective student growth.

The post holder will work with the Conversion & CRM Officers on the development of compelling events related communications which will drive up attendance, provide effective follow-up to convert leads and will ensure the success of the event.

Principal Duties:

Event planning and delivery

- Coordinate and deliver a calendar of recruitment events; plan, design and deliver open & applicant events, fairs, and other ad-hoc recruitment events
- Project management of events, including oversight of all logistic elements of recruitment events, working with third party suppliers and internal stakeholders as/when necessary and ensuring implementation in line with best practice frameworks
- In collaboration with the Marketing Officers, ensure events and activities are developed which embed and build on Middlesex University's key messages and selling points, both at a university or department/course level where appropriate, and which are fully aligned with the relevant marketing campaign
- Ensure events and conversion activities are segmented and personalised wherever possible, with information tailored to their needs at that particular point in the customer journey
- Ensure the integration of immersive, innovative experiential activities as part of all events, considering new approaches to achieve differentiation and cut through

- Ensure the appropriate representation of students at an event, guiding the Marketing Assistants (Events) on the selection of appropriate student ambassadors for each event
- In collaboration with the Conversion & CRM Officer, develop specific multi-channel communications campaigns for student recruitment events, ensuring they both drive up attendance and provide effective follow-up, maximising success of the events and providing support with delivery where required
- Implement and monitor booking systems for on-campus events, disseminating numbers and trends regularly to stakeholders
- Contribute to the development and maintenance of web content and pages relating to events or specific customer experience activities, ensuring information is up-to-date and relevant
- Work with the Brand, Content & Design team to produce appropriate marketing collateral for events, including programmes, display materials, videos and interactive content and signage

Event monitoring and evaluation

- Analyse the effectiveness of all recruitment events, producing reports capturing bookings, attendance and any other key metrics as required, benchmarking against agreed targets and objectives and suggesting refinements to the events
- Monitor and ensure that visitor satisfaction levels are high, using feedback mechanisms to drive continuous improvement

Engaging the student and university community

- Develop and manage an effective network of contacts in academic departments, professional services and externally to assist with the development, promotion and support of events
- Work with academic departments and colleagues in the Student Marketing team to advise academic colleagues on the most appropriate use of events, and how best to shape activities in current events to effectively profile their department/course and to deliver maximum impact.
- Lead on the appropriate briefing of those involved in events, including student ambassadors
- Disseminate reports to the academic and university community on the impact of an event, providing recommendations for improvement
- Provide advice more widely on engaging customer experiences through events, developing and sharing enhanced knowledge and expertise in this area
- Work with the Prospective Student Events Manager and the events 'virtual team' within the Commercial Group to develop best practice frameworks for student recruitment events, ensuring its dissemination more widely across the University

Competitor and sector monitoring and insight

- Develop good awareness of the competitive landscape with a focus on overall recruitment positioning/USPs and benchmarking of competitor marketing tactics
- Keep informed of wider events best practice and marketing techniques, to ensure that our events are differentiated and sector leading, and build on insight and practices which will create engagement with our target audiences
- Coordinate a programme of events mystery shopping to provide insight into competitor trends

Any other duties required by the Head of Student Marketing or Director which are commensurate with the grade of the post.

Hours: 35.5 hours per week, actual daily hours by arrangement

Annual Leave: 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro-rata for part-time staff)

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

PERSON SPECIFICATION

Job Title: Events Officer

SELECTION CRITERIA:

Essential: Significant experience working in an events management role, in a busy environment

Essential: A first degree or equivalent experience that demonstrates an understanding of marketing/communications principles.

Essential: Excellent copywriting skills with the ability to deliver top quality written communications to a wide variety of audiences and across multiple channels

Essential: Good understanding of requirements for delivery of effective marketing communications online, in print and in conveying brand messages through events and experiential activities

Essential: Excellent administrative and organisational skills including the ability to time manage and work under pressure

Essential: High level of computing skills, including CRM experience

Essential: Self-motivated and able to meet agreed objectives on own initiative

Essential: Experience of communicating with and influencing complex stakeholder groups within an organisation

Desirable: An events or project management qualification

Desirable: Experience in CRM/digital marketing

Desirable: Extensive experience using a CRM system and or CRM techniques

Desirable: Professional marketing qualification

Desirable: Knowledge of HE sector or target audience

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No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

Flexible working applications will be considered.

Closing date: see job advertisement

Interview date: see job advertisement

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

For further information on the role, or to arrange an informal discussion, please contact Anna Spyrou, Prospective Student Events Manager by email to A.Spyrou@mdx.ac.uk