

Job Description

Role title	SEC – Marketing Events Partner	Directorate	Strategic Partnerships
Grade	<i>Trainee £28,279 - £32,319</i> <i>Partner £36,359 - £42,418</i>	Department	SEC

Accountable to	SEC – Marketing Events Partner
Accountable for:	/

Job purpose:

To lead on the implementation of SEC's marketing events and provide support to the Senior Marketing & Communications Partner in all aspects of organising and marketing events we both put on and those we attend.

Principal accountabilities:

1	Manage the development and delivery of SEC's own events and measure the effectiveness of these using a range of agreed related metrics. Drive growth of attendance based on delegate feedback and creative marketing campaigns.
2	Develop and lead campaigns to grow SEC event attendance. This will include enhanced online presence – website design, copy writing and social media content creation.
3	Lead the event communications and e-marketing strategy – to include pre and post delegate sign up and logistics information.
4	Manage partnerships with external venue providers including booking, invoicing and arrangements for all SEC run events.
5	Work with colleagues to appropriately resource and allocate duties at the events. Providing internal event guides, with key messaging and details for all events.
6	Ensure SEC's brand and Tone of Voice is designing in to all event communications and processes.
7	Maximise marketing content opportunities out of all events attended including, social media content, video content and professional photography.
8	Manage the attendance of SEC at all external events, including the look and feel of our stands, the merchandise and interaction points. Manage bookings with event organisers, managing all logistics of set up and break down, including courier arrangements.

Relationships:

- SEC customers – including members and guest members
- Broader Housing association and Local Authority Network
- External Partners and Affiliate Networks
- Framework service providers
- Venue Contacts, catering teams
- Merchandise and branding organisations

Person specification:	
Knowledge, skills and abilities:	
1	<p><u>Knowledge/Experience:</u></p> <p>Essential</p> <ul style="list-style-type: none"> • Affiliate CIM, started, interested or holds CIM level 4 qualification • Experience in developing marketing campaigns across multiple platforms • Knowledge and awareness of current affairs in the housing sector • 2+ years' experience of working in marketing or similar roles • Experience in Event organisation <p>Desirable</p> <ul style="list-style-type: none"> • Basic knowledge of public procurement • Understanding of online marketing tools • Industry relevant stakeholders and existing events to maximise SEC opportunity and reach
2	<p><u>Skills</u></p> <ul style="list-style-type: none"> • Able to plan and coordinate among conflicting priorities • Excellent communication skills, ability to communicate clearly and effectively both orally and in written reports sufficient to explain departmental policy/procedure • Interpersonal skills to assist all internal/external customers • Ability to use the appropriate IT tools to produce reports, documents, presentations emails, including using Excel, Powerpoint and Word. • Competent project management of tasks for good event planning. • Able to utilise online marketing and email marketing software, website wordpress content management software and google analytics tools • Can communicate answers and solutions confidently to customers/colleagues face to face, by phone and by writing in customer friendly language • Solution focused, ability to create innovative solutions • Organised and methodical approach to work
3	<p><u>Abilities</u></p> <ul style="list-style-type: none"> • Able to work with minimal supervision and confident using own initiative. • Able to analyse data to identify trends and priorities to produce reports • Self-motivated with high energy and enthusiasm • Can empathise with customers and listen carefully • Able to manage a flexible and demanding workload to meet agreed targets and deadlines. • Able to give/receive feedback in a constructive manner

Further relevant information

Travel between sites will be a requirement for this role. A full driving licence is essential.

There may be a requirement to attend meetings and other activities outside of normal working hours.

Adopt and comply with strategy and regulatory requirements, organisational values, policies and procedures, including Health and Safety, Equality and Diversity, Procurement, Data Quality & Assurance, Safeguarding, Value for money.

No Job description can cover every issue which may arise within the job at various times and the job holder is expected to carry out other duties from time to time, which are broadly consistent with those described.

Date: