

**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**

JOB TITLE	Events & Marketing Coordinator				
DEPARTMENT	Research and Enterprise				
LOCATION	Brayford				
JOB NUMBER	EL1187	GRADE	5	DATE	January 2022
REPORTS TO	Enterprise Manager				

CONTEXT

We are a university looking to the future where we serve and develop our local, national and international communities by creating purposeful knowledge and research, confident and creative graduates and a dynamic and engaged workforce. We will achieve this through a culture of enterprise and innovation.

Research & Enterprise is a central professional support department which works with staff, industry (private, public and third sector), external partners (e.g. Local Enterprise Partnership, Midlands Engine etc.), students and graduates to drive:

- A dynamic research environment.
- Increased levels of graduate employment and progression.
- Innovation & productivity levels throughout our region.

We use all these elements together and separately to build wide and deep external partnerships, further developing our role as an 'active anchor institution'.

The Business Incubation & Growth team operates and manages both Sparkhouse and Think Tank, which provides accommodation for new and growing businesses, space for staff, students, and employers to work together.

JOB PURPOSE

Job Purpose

To raise the profile of the ERDF Productivity Programme through:

- The delivery of a bespoke programme of events to encourage innovation & growth within Greater Lincolnshire businesses.
- Being an active member of the Productivity Programme team
- Working with the wider team to build on and develop the existing contacts database, to both maintain relationships and identify new target businesses, and business intermediaries.
- Developing and growing the existing publicity and communications networks.
- Leading on the marketing strategy support the team to meet contractual outputs.

To support the delivery of the business incubation and growth programme which aims to drive business start-up and innovation through Sparkhouse, Think Tank and Student Enterprise. To raise the profile of Sparkhouse and Think Tank, supporting tenants with their growth and innovation aspirations.



KEY RESPONSIBILITIES

Event Planning & Delivery

- To liaise with businesses to understand the support required and plan and deliver a programme of relevant events.
- To work with the wider Productivity Programme to create and develop an Innovation and Growth network providing training and development opportunities to innovative business within Greater Lincolnshire.
- To plan and co-ordinate a structured programme of support for all stages of business development to include mentoring, workshops, surgery sessions, network events etc.
- To identify services providers through networks to deliver expertise across innovation, strategy, finance, practical business skills, problem-solving and business growth.

Collaborative Working & Managing Relationships

- Maintain effective working relationships with the Productivity Programme team, attend monthly project meetings.
- Build on and develop the existing contacts database, to both maintain relationships and identify new target businesses, and business intermediaries.
- Develop existing publicity and communications networks.
- Establish and maintain effective working relationships at multiple levels with both internal and external stakeholders.
- Initiate, build and maintain relationships/networks with relevant public and private sector organisations that will enhance the running of the centres.
- Actively pursue new target businesses creating new opportunities.
- Establish and build relationships with internal and external partners, as appropriate, to aid project engagement and the delivery of key milestones.

Marketing & Promotion

- To work closely with the Enterprise Manager to develop and implement a marketing and promotions strategy for the centres, to raise the awareness and encourage new enquiries, actively promoting the facilities through establishing a network of third-party influencers who can act as ambassadors for the centre.
- To develop and co-ordinate marketing campaigns to promote the Productivity Programme across Greater Lincolnshire.
- To continue building a social media presence raising the profile of the centres and Productivity Programme using Twitter, Facebook and LinkedIn.
- To use social media creatively to market the centres, student enterprise and Productivity Programme appropriately.



European Union

European Regional
Development Fund

- Raise the profile of the Productivity Programme at internal and external events and make recommendations for improvements where appropriate.
- Actively pursue new target businesses and create new opportunities.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.



ADDITIONAL INFORMATION

Scope and dimensions of the role

Flexibility along with a strong customer focus are essential in supporting the Head of Business Incubation and Growth in all aspects of running the centres. As a well organised, team player, the post holder will have a good understanding of SMEs, business support, marketing and event organising.

The post holder will use initiative and creativity to provide a wide range of innovative events, and make decisions daily to ensure effective marketing and promotion of the centres and the Productivity Programme

Key working relationships/networks

Internal	External
<ul style="list-style-type: none"> • Director of Research and Enterprise • Head of Business Incubation and Growth • Enterprise Manager (Line Manager) • Head of Research & Industrial Partners • Research & Enterprise staff • Students' Union Staff and Sabbatical Officers • Academics • Alumni Officers • College Business Development Managers • Careers & Employability team • Professor of Business & Enterprise • Productivity Programme project team 	<ul style="list-style-type: none"> • Local, regional and national businesses and entrepreneurs • Partner organisations (e.g. Nottingham Business Ventures, local professional service providers, the Prince's Trust) • The City of Lincoln Council and Lincolnshire County Council • The East Midlands Incubation Network • Business clients, including existing physical and virtual tenants and prospective clients • Private sector professional services providers

**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

JOB TITLE	Events & Marketing Coordinator	JOB NUMBER	EL1187
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Graduate degree, or equivalent experience, in a business-related subject	E	A
Experience:		
Demonstrable ability to develop and manage budgets	D	A, I
Experience of events planning and organising	E	A, I
Experience of developing marketing strategies	E	A, I
Skills and Knowledge:		
Excellent communication skills, written and verbal	E	A, I
Negotiation skills and the ability to influence	E	A, I
Highly self-motivated	E	A, I
Ability to develop networks and build relationships	E	A, I
Excellent IT skills and the ability to operate computerised accounting and billing systems	E	A, I
Competencies and Personal Attributes:		
Confident	E	I
Innovative	E	A, I,
Results Driven	E	A, I
Highly organised and able to prioritise workload	E	A, I
Projects a professional image at all times	E	A, I,
Adaptable and flexible	E	A
Business Requirements:		
Willingness to work flexible hours on occasion, such as breakfast or evening events	E	I

Essential Requirements are those, without which, a candidate would not be able to do the job.

Desirable Requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	Enterprise Manager	HRBA	DB
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