



Coventry & Warwickshire Chamber of Commerce

Job Description

Post: Events & Marketing Executive
Reports to: Events, Communications & Marketing Manager
Department: Marketing & Events
Type: Permanent, Full Time
Salary: £25,000 - £28,000pa (dependent on experience)

Job Purpose:

To take responsibility for the organisation and delivery of an annual programme of Chamber of Commerce events which support the full range of Chamber activities: Membership recruitment and retention, partnerships, networks, campaigns, business support programmes, projects and our International Trade Hub.

To support the Events and Marketing Manager with the development, delivery and administration of the Chamber's marketing & communications strategy & plan

Main Duties and Responsibilities:

Events

Organisation and delivery of Chamber of Commerce events programme, working with the Events, Communications & Marketing Manager to support departments across the Chamber, defining requirements in support of Business Plan objectives.

Development of events programme to meet changing needs of the business landscape, ensuring event content / speakers are relevant, topical, always with a view to increasing commercial revenue from events.

Support the development of sponsorship & partnership opportunities across the events programme to achieve expected budget outcomes.

Ensure the advertising & promotion of events, especially using the Chamber website, social media, digital marketing and advertising channels to achieve expected delegate attendance.

Generate relevant marketing literature, flyers, website content and other digital content for event marketing.



Provide customer service for, and management of, delegate bookings - updating relevant documents with accurate information of the booking, manage and maintain event bookings via CRM, sending confirmation / joining instructions and being main point of contact for queries.

Undertake the administration associated with delivery of events calendar. This includes:

- Sourcing suitable and cost effective venues which meet the event brief and priorities Chamber of Commerce members
- Negotiation, liaison and planning with venues
- Speaker & host management including briefings
- Supplier management (design, print, AV etc.)
- Producing name badges & delegate lists
- Ensuring appropriate staffing levels at events

Monitor event budgets and look to identify opportunities to generate income and/or cost savings without compromising on quality.

Take a leading role at Chamber events to ensure that delegates and stakeholders have an exceptional event experience, from pre-arrival to departure.

Work with Events & Marketing Manager to effectively monitor and analyse the success of events and provide executive report summaries on performance and success.

Marketing & Communications:

Support the delivery of the Chamber's marketing & communications strategy across website, digital marketing, social media, e-communications and other channels.

Develop and plan marketing activity (digital & traditional) to support departments across the Chamber, defining requirements in support of Business Plan objectives.

Act as a Brand Ambassador, developing and creating digital content consistent with the Chamber brand guidelines and core messaging.

Responsible for growth and development of social and digital marketing channels, ensuring all content is monitored and kept up to date.

Support the Events, Marketing & Communications Manager in working with our approved Public Relations (PR) company to maximise local profile & opportunities.

Regularly update the Chamber's website ensuring that content is up to date, accessible, relevant and fresh.



Ensure all activity and data management is GDPR compliant.

General Duties and Responsibilities:

Keep informed about local and national policies, campaigns and initiatives in respect of business growth and development.

Maintain accurate and timely records through the Chamber CRM system.

Undertake training, continuous professional development and accreditation processes as required for the post.

Undertake all work with due regards to Quality Standards and Health & Safety and Equal Opportunity Policies.

Upon your Employment at Coventry & Warwickshire Chamber of Commerce, a proportion of your time will be claimed towards various Public funded contracts, including but not limited to ERDF and ESF.

Person Specification:

3 years' experience in events management and marketing (digital & traditional) techniques, including social media management.

Excellent administration and organisational skills.

Proactive approach to work using initiative to seek solutions.

Understanding of the importance of brand, brand values and key messaging.

Highly developed interpersonal, written and communications skills.

A commitment to equal opportunities.

Driving license and use of a car for business purposes.

Excellent IT and integrated business technology skills.

Ability to write effective correspondence and marketing content with excellent spelling, grammar and attention to detail.

Flexible and responsive to constantly changing demands and priorities.

Ability to produce marketing and communications copy.

Good working knowledge of Microsoft Office Programmes, including Excel.

A working knowledge of Adobe design packages, including Photoshop, InDesign and PDF Editor would be an advantage.



Coventry & Warwickshire
Chamber of
Commerce
The Ultimate Business Network

Good knowledge and use of social media including LinkedIn, Twitter, Instagram and Facebook.

Knowledge of SEO and PPC / Ads.