

<b>Group Member:</b>		Luminate Education Group	
<b>Job Title:</b>		Junior Events Marketing Executive	
<b>Reports to:</b>		Marketing Events Lead	
<b>Job Grade</b>	LEG A	<b>Department</b>	Marketing

### ROLE SUMMARY:

We are looking for a Junior Events Marketing Executive to join Luminate Education Group. As part of a dynamic marketing team; the Junior Events Marketing Executive will support in planning, implementing and evaluating a range of student recruitment events to increase student recruitment to the college group. The successful candidate will play an important role in building reputation of our college brands and implementing events with an experiential approach.

The role involves organising a number of events at any one time, liaising with internal and external stakeholders and supporting the work of the wider Marketing and Student Recruitment Directorate.

### SPECIFIC ROLE RESPONSIBILITIES:

1. Under the guidance of the Events Marketing Lead/Events Executive and in collaboration with the strategic marketing team, support and implement the events plan for an assigned FE brand or target audience.
2. Support the implementation of a range of high-quality student recruitment and outreach events, both on campus and at external sites (and also potentially online events), monitoring event success/impact and return-on-investment.
3. Contribute to the delivery of our strategies for ensuring that events are innovative, interactive, and engaging, working closely with curriculum colleagues, other professional departments, and the wider marketing team to deliver a first-rate customer experience.
4. Support the mystery shopping of rivals' student recruitment events to ensure that Luminate remains at the forefront of delivering competitive experiential marketing.

5. Support the maintenance of positive external relationships with key events venues/experience suppliers and internal delivery colleagues

#### **CORE RESPONSIBILITIES:**

1. Collaborate with the market insight team to ensure that events are insight-led and well evaluated via actionable post-event feedback
2. Collaborate with the website development and digital teams to ensure that events are well promoted and that experiential marketing techniques are woven into websites
3. Collaborate very closely with relevant colleagues in the student recruitment and admissions function, particularly admissions and school liaison to ensure that events are promoted in schools and that key colleagues participate in event planning and delivery
4. Collaborate with the communications team, making the most of media opportunities (particularly related to externally held events)
5. Keep up to date with events management industry developments
6. Support and assist delivery of events as and when required across all Luminate brands
7. Any other duties that are specific to the department.
8. Assistance in the preparation, support and participation of examinations and invigilation across the Group.
9. Ability to participate in evening/weekend work as required.

#### **GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:**

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.

- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody the Group's Values:

**Kindness**

*Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them*

**Ownership**

*Using our robust business planning model to allow areas to have clear ownership over their vision and performance*

**Enjoyment**

*Fostering environments that enable staff and students to be brave, interact and have fun*

**Collaborative**

*Proactively seeking opportunities to create synergies and positive outcomes for all*

**Passion**

*Encouraging all to have aspiration and passion in everything they do.*

**Creative**

*Always hungry to learn and looking ahead so we can be responsive*

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The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	GCSE English and Maths at grade C / level 4 or equivalent	A / C

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Knowledge of (and passion for) events management plans	A / I
E	Experience of working within a team to achieve objectives	A / I
E	Experience of project management	A / I
E	Experience of contributing to marketing/events activities	A / I
D	Knowledge of marketing fundamentals	A / I
D	Knowledge of project management tools to aid events planning and management	A / I
D	Knowledge of the Further Education sector	A / I

D	Knowledge of the latest events management trends	A / I
D	Experience of working with external events venues/suppliers and key internal stakeholders	A / I
D	Full UK driving licence and access to a car	A / I

<b>Skills and Competencies</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	Good communication skills	A / I
E	Good level of attention to detail	A / I
E	Good organisational skills and ability to prioritise workload	A / I
E	Can build positive working relationships with colleagues	A / I
E	Committed to delivering results	A / I
D	Can operate effectively in complex environments	A / I
D	Can utilise data, insight, feedback and research into events plans	A / I

<b>Behavioural, Values and Ethos</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I