

LUinc. Events & Marketing Officer (New Business Wayfinder)

Job Ref: **REQ230451**

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Department summary

The Research & Innovation Office plays a leading role in shaping and delivering the University's research and enterprise activities and provides a high quality, added value and seamless service to researchers across the research development pipeline. The Office incorporates a number of different teams that provide support for: nurturing partnerships and collaborations; identifying and applying for funding; managing research projects and assuring compliance with policy; improving the visibility of research outputs; fostering the impact, intellectual property and commercialisation of research; and the nurturing of entrepreneurial and leadership skills through training and skills development programmes. The Research & Innovation Office also works closely with other Professional Services across the University, notably Legal Services, Registry, Student Services, Finance and HR.

Role summary

The University's business Incubator, LUinc., aims to cultivate emerging innovative and ambitious businesses. It brings together academic and graduate entrepreneurs with founders from across the region and beyond to create a rich and vibrant entrepreneurial community. LUinc.'s New Business Wayfinder Project, funded by Loughborough's Town Deal and the University, aims to inspire a new generation of entrepreneurs and help early-stage business founders to design, test and execute new business ideas.

We are seeking a motivated and curious self-starter to attract people to explore new business ideas and technologies and their potential to solve commercial or community challenges. The successful candidate will coordinate and market a series of activities across newly established Innovation and Prototype Labs in Loughborough, with a particular focus on new technology and positive social impact. They will help to connect new business founders with support and resources available through LUinc. and the wider enterprise ecosystem.

Job Description

Job Grade: AD Grade 5

Job Duties

- To be a proactive and friendly first point of contact for people and partners engaging in LUinc. events and programmes and / or enquiring about business support.
- To develop and coordinate innovative marketing activities to engage a diverse range of potential new business founders, attracting them to access help through LUinc. and its partners.
- To plan, organise and facilitate a programme of events, workshops and meetups across Innovation and Prototype Labs located in Loughborough Town Centre and on Loughborough's Science & Enterprise Park

(LUSEP) with the purpose of inspiring those living, working and studying in the area to explore business start-up, develop entrepreneurial skills and business concepts.

- To develop and oversee activity within LUinc.'s Innovation Lab located in Loughborough Careers & Enterprise Hub (C&E Hub) including being first point of contact for coordinating services with Loughborough College team members co-located in the building. To suggest, implement and communicate relevant processes and procedures to ensure smooth running of the innovation focussed office.
- To proactively identify and facilitate opportunities for better university & community engagement activities hosted within the Innovation and Prototype Labs and to coordinate skills sessions focussed on awareness of new technologies and innovative ways of working, taking account of local industries, skills and priorities.
- To keep up to date with relevant entrepreneurial activity across the University's Loughborough Enterprise Network (LEN) and external organisations, promoting relevant opportunities efficiently and identifying potential new partner relationships which can be formed to enhance support.
- To populate and curate LUinc.'s library of virtual learning resources and tools to help business founders, supporting with development of recorded content such as industry expert & entrepreneur-led sessions.
- To capture, monitor and report accurate data to ensure activities are meeting the objectives of the New Business Wayfinder Project and to help to maximise engagement and participation of underrepresented groups in incubation support.
- To be a passionate ambassador for enterprise, innovation and opportunities for new businesses, maintaining excellent relationships with internal colleagues and external stakeholders. Supporting LUinc. to deliver on its mission to develop a rich and vibrant entrepreneurial community in Loughborough.

Other

- To undertake any other training, duties or tasks which may reasonably be required by the LUinc. Incubator Manager or nominee, or the wider Research and Innovation Office that are commensurate with the nature and grade of the post.

Points to Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which

include Respecting Diversity and, where appropriate, Recruitment and Selection.

The post-holder will be based primarily in Loughborough town centre’s Careers & Enterprise Hub (C&E Hub) co-located with Loughborough College staff, with some travel to LUinc’s main facility located on Loughborough University Science & Enterprise Park (LUSEP).

This role will require some flexibility in working hours. Out of Hours/Evening work will be required.

Organisational Responsibility

Reports to the LUinc. Incubator Manager

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	• Experience of working within a client-focussed environment.	1, 3
	• Experience of organising and facilitating workshops and training programmes.	1,2,3
	• Experience of relationship building with a wide range of internal and external stakeholders.	1, 3
	• Experience of providing information, guidance or signposting to clients.	1, 3
	• Experience of delivering effective marketing activities and campaigns.	1,2,3
	Skills and abilities	• Good level of interpersonal, communication, negotiating and teamworking skills.
• Ability to work with autonomy and as an active team member to prioritise objectives and meet deadlines.		1,2, 3
• Ability to explore and adopt new technologies to work more effectively and / or deliver high quality services.		1, 3
• Resilient character with a focus on continuous improvement and the ability to accept and deliver appropriate challenge from colleagues and senior managers.		1, 3
• Ability to adapt quickly to strategic changes/challenges and encourage others to do so too.		1, 3
• Ability to work collaboratively with internal and external stakeholders and develop strong relationships.		1, 3
• Ability to think creatively in finding solutions to challenging problems.		1, 2, 3

Qualifications/ Training	<ul style="list-style-type: none"> • Good educational background, educated to A level or equivalent. 	1, 3
	<ul style="list-style-type: none"> • Commitment to the development of self and others and a willingness to actively participate in a programme of continuing professional development. 	1, 3
Other	<ul style="list-style-type: none"> • Willingness to work flexibly including some evening and weekend work as required. 	1, 3
	<ul style="list-style-type: none"> • Able to travel in the UK. 	1, 3
	<ul style="list-style-type: none"> • Commitment to always observing the University's Equal Opportunities policy 	1, 3

Desirable Criteria

Area	Criteria	Stage
Experience	<ul style="list-style-type: none"> • Experience in a similar working environment 	1, 3
	<ul style="list-style-type: none"> • An understanding of the help available locally for early-stage business founders 	1, 3
	<ul style="list-style-type: none"> • Experience of managing digital workspaces 	1, 3
	<ul style="list-style-type: none"> • Ability to develop and support delivery of high quality and innovative training and workshops to both small and large groups. 	1, 3

Conditions of Service

We are recruiting 1 full time equivalent post (FTE) up to December 2025. We will consider full and part time applications for the role.

The post-holder will be based primarily at Loughborough town centre's Careers & Enterprise with regular travel to LUinc.'s nearby primary facility located on Loughborough University Science & Enterprise Park (LUSEP).

Salary will be at Grade 5, £26,396-£31,411 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies available at: [Family benefits | People and Organisational Development | Loughborough University \(lboro.ac.uk\)](#).

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see 33T <http://www.lboro.ac.uk/services/hr/athena-swan/33T>