

## Events and Marketing Projects Officer

REQ250582

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### About Student Services

Loughborough University is highly regarded for the quality of careers, employability and enterprise support provided to students and graduates. Our Careers Network (CN) sits within the Students Services department and provides a wide range of advice, guidance, and support services, events and activities for students, graduates, and other stakeholders, including a wide range of employer partners.

Student Services encompasses a wide range of the support and skills development opportunities available for students and graduates at Loughborough. This includes Careers Advice, Student and Graduate Enterprise, Wellbeing Support, Student Advice and Guidance, Student Life, the Wardens Service and Security. In total, the department employs around 180 staff. Student Services (and Careers Network) is at the heart of enabling the University's strategic ambition to provide all students with a life-shaping student experience and the support required to maximise their graduate outcomes.

### Job Description

**Job Grade: AD5**

### Job Purpose

To work as an active member of the Careers Network Work Opportunities and Events Team supporting the delivery and organisation of our on-campus work opportunities (e.g., placement and graduate) and recruitment activities and events. To support the delivery and promotion of Talent Match internships to Loughborough students and graduates, and to liaise with employers, students and university staff, as well as other external stakeholders, building strong relationships and maintaining a high-quality customer service.

This role will involve engaging with duties across the wider Careers Network, supporting service-wide projects relating to both Careers Events, Marketing and Work Opportunities.

### Job Duties

- To effectively deliver and organise our on-campus work opportunities, recruitment activities and employer events (e.g., Careers Fairs, Mock Assessment Centres, Placement and Internship Awards) taking responsibility for end-to-end tasks and processes as determined by the Events Coordinator and Work Opportunities and Events Manager.
- To oversee and regularly monitor the Employer Services inbox, responding promptly and appropriately to all queries and acting as a key point of contact for students, graduates and employer partners in relation to employer engagement activity. To support the Events and Opportunities Associate in responding to complex queries and to escalate to senior colleagues as required.
- To provide a high-level of customer service to all clients (employers and students/graduates). This may include representatives of FTSE100, high-profile, national and international organisations. You will provide general event logistics support, assist in the cross-selling of additional services to employers and work

directly with the Events Coordinator on creative approaches to income generation and a programme of continuous improvement in relation to Careers events.

- To design and deliver a programme of promotional/marketing activity through new and existing channels (e.g., social media, webpages, internal comms, academic schools) that helps to raise the profile of Careers Network externally and increases engagement from students, graduates and employers. Including effective promotion of key projects/activities (e.g., Careers Fairs, Mock Assessment Centres, Personal Best).
- To maintain accurate records of Employer Events on our systems (Target Connect) to include regular monitoring, analysis and reporting of student, graduate and employer engagement with these activities – to inform development and report back to stakeholders. Includes the creation of written evaluation / reports.
- To work with the Events Coordinator to organise Careers Fairs and other employer events, including pre-event preparations, on the day set-up and set-down, Health/Safety and Security issues and undertaking finance recording, monitoring and processing as appropriate.
- To generate professional/online programmes, resources and materials for students/graduates and employers attending Careers Fairs and employer events or engaging in Work Ops activities (e.g., Talent Match). This includes liaising with Creative and Print Services over design, layout and content and regularly updating webpage content for the team and wider Careers Network.
- To communicate effectively with relevant employers using selected and appropriate media and networking opportunities to build and extend key stakeholder relationships and to assist the service more broadly with other income generation activities (e.g., Target Emails) or key projects (Employability Festivals).
- To deliver 1:1 advice, information and guidance on general careers and employability topics (including CVs, cover letters, interviews and signposting re: student enterprise and further study as appropriate) to both students and graduates through Careers Hubs and appointments.
- To be a passionate ambassador for Careers Network, including maintaining excellent relationships with internal colleagues and external stakeholders (e.g., Employers, Academic Schools and Loughborough Students' Union, LSU).
- To undertake any other training, duties, or tasks commensurate with the nature and grade of the post when required by the designated line manager or senior management.

### 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.

Loughborough University operates a [Dynamic Working](#) policy. Please find the [key principles we work to](#) here. As a student-facing service, Careers Network expects all colleagues to adhere to these as part of their role. While some remote working will be supported (e.g., out of term time / during non-peak periods in particular), it is expected that the majority of your time (e.g., a minimum of 3 days during term-time) will be spent on campus to ensure we successfully meet operational needs, support the team's effectiveness and create and sustain a positive team culture.

Some out of hours work (evening and weekends) may be required but reasonable notice will be provided where this applies.

### 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 Equity & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equity & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Belonging and Inclusion and, where appropriate, Recruitment and Selection.

### Organisational Responsibility

Reports to the Events Coordinator.

### 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-focused service with a strong outcome focus.	1,3
	Experience in the design and delivery of large-scale events, both face to face and online.	1,3
	Experience of working with a wide range of internal and external stakeholders, including employers/organisations.	1,3
	Experience of providing information and advice to clients, both one to one and groups, on careers and employability or events.	1,3
Skills and abilities	Good level of interpersonal, communication, negotiating and team-working skills.	1,2,3
	Ability to work with autonomy and as an active team member to prioritise objectives and meet deadlines.	1,3
	Ability to provide tailored and effective careers and events support to students, graduates and / or employers.	1,3
	Ability to develop and deliver high quality and innovative events and activities to small and large groups.	1,3
	Resilient character with a focus on continuous improvement and the ability to accept and deliver appropriate challenge from colleagues and senior managers.	1,2,3
	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
	A detailed understanding of the needs of students/graduates (current and future) and employers and the challenges posed in meeting these.	1,2,3
Training	Commitment to the development of self and others and a willingness to actively participate in a programme of continuing professional development.	1,3

Qualifications	Good educational background, educated to A level or equivalent.	1
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#### Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in HE/Student Services setting.	1,3
	Experience of working within Careers Events, Work Experience and Placements or Marketing and Communications.	1,3
Qualifications	A degree level qualification.	1

### Conditions of Service

The position is FULL TIME and OPEN-ENDED. Salary will be on Management and Specialist Grade 5, £29,179-£34,132 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 Grades 1 to 5 staff, details of which can be found at: <http://www.lboro.ac.uk/services/hr/a-z/conditions-ofservice.html>

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>

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 <http://www.lboro.ac.uk/services/hr/athena-swan/>