

JOB DESCRIPTION

JOB TITLE:	Digital Events and Marketing Assistant
DEPARTMENT:	Customer and Marketing
REPORTS TO:	Marketing and Communications Manager
MANAGES:	None
LOCATION:	WFH and Coventry office with UK travel as required

Note: This post will involve travel throughout the UK and the post holder will from time to time be required to stay away from home for short periods

MAIN PURPOSE OF POST

Purpose of the role:

As the Digital Events and Marketing Assistant, you will be responsible for delivering multi-channel digital and video content, communications and administrative support across the promotion, and of our entire events programme.

Working with the marketing and communications team, you will support operational events colleagues to deliver exciting and engaging digital content that will support pre-event, 'on the day' and post event activities aimed at raising brand awareness, increasing social engagement, and boosting leads to support sales and commercial targets.

With strong organisation skills, you'll also play an essential role in supporting the administration of events, helping us plan, prepare and deliver events both online and in person.

MAIN DUTIES

- Support the marketing and communications manager to deliver digital-led campaigns by creating online content (videos, social posts, graphics and similar) to increase awareness of our brand and the events programme across digital channels.
- Film and edit content to create videos, graphics, GIFs and more to bring the event to life – promoting places for sale and raising awareness and online engagement.
- Support the delivery of pre-event planning activities to create profiles of speakers and sponsors and promotion materials of event programmes.
- Support the overall customer experience, proactively and positively liaise with online customers at the pre-sales / pre-booking stage to promote take-up and ensure a smooth booking experience.
- Support the on-the-day logistics of events including curating content for digital platforms e.g. Twitter and LinkedIn as well as recording of sessions and note taking for follow-up blogs or press releases and support colleagues, when required, with delegate management.
- Capture additional insights and opportunities from post-event surveys to feed into business and product development ideas for future event activities

- Support post-event follow-up with colleagues to successfully evaluate event performance. Contribute to evaluation meetings and take ownership of actions to ensure continuous improvement and learning.

Corporate responsibilities

- Work collaboratively and communicate effectively at all levels across Housemark, to ensure that all relevant teams are always aware of the opportunities and touchpoints across our events programme.
- Update CRM and other internal databases with accurate information as appropriate. Support colleagues to maintain relevant and important information about customers, the communications and interactions we have with them and capture customer and sector trends and changes.
- Promote the Housemark brand and model the Housemark values.
- Comply with the company's health and safety policy and procedures and to take reasonable care, to the best of your individual knowledge and ability, to avoid injury to yourself and to others by acts or omissions in your work.
- Undertake any other duties that are consistent with Housemark's expectations for this level of post.

Post holder signature:

Date:

Digital Events and Marketing Assistant

Person Specification

QUALIFICATIONS

• Educated to degree (or equivalent) level of experience	Desirable
• An appropriate professional qualification	Desirable
• Current valid driving licence	Desirable

EXPERIENCE

• A recent track record of digital marketing experience	Essential
• Experience of creating videos and digital content	Essential
• Experience of sales processes	Desirable
• Experience of working in a customer facing role	Essential
• Experience of working in event management	Desirable
• Experience of general office administration including telephone answering, meeting planning and diary management	Desirable

COMPETENCIES/CAPABILITIES

RELATING TO OTHERS

Persuasive Oral Communication	Expresses ideas or facts in a clear, succinct, and persuasive manner. Participates actively and convincingly in conversations, without dominating and by accurately synthesizing others' contributions. Uses active listening skills for the benefit of others, rather than listening simply to extract information or to confirm own ideas.
Written Communication	Ability to express ideas clearly in writing, with good grammar, spelling, and punctuation, to a level where documents do not require editing or review by another.
Flexibility	Ability to modify own behaviour and adopt a different style or approach in order to reach a goal, manage change, embrace diversity, and resolve conflict.

DELIVERING RESULTS

Personal Organisation for the Team	Efficiently establishes an appropriate course of action for self within the larger context of working within the team. Jointly clarifies the purpose with others and works towards accomplishing goals, even when the team is working on something of no direct personal interest.
Driving Success	States opinions, seizes opportunities and pursues goals, makes timely decisions, acts ethically, demonstrates accountability for outcomes, and increases overall efficiency and effectiveness.