

## Events and Marketing Administrator (Maternity cover 9 months- 1 year)

### IfM Education and Consultancy Services (IfM ECS)

IfM ECS works with companies, policymakers and other universities to put new ideas from the Institute for Manufacturing into practice. We do this through consultancy, executive and professional education, events and open courses.

We are currently looking for an organised and confident person who can provide maternity cover to help the team deliver and promote the IfM's programme of events and executive education activities.

The Events and Marketing Administrator will work as part of the Events team to support the team's organisation and execution of events for IfM, IfM ECS and other Department of Engineering Divisions.

#### Role Summary

Key activities will include:

- Promotion of events
  - Management of mailings and emails
  - Preparation and distribution of event flyers
  - Use of our CRM system to create mailing lists, add new contacts and ensure data protection adherence
  - Using social media for events, creating web pages and applying SEO techniques
- Supporting all aspects of event arrangement and preparation
  - Managing delegate registrations both in advance and on the day
  - Preparation of delegate materials
- Responsibility for IfM publications sales and shipping

#### Reporting and Support

This role:

- Reports to the Events Manager
- Works with the Event Managers and in collaboration with the Marketing and Communications Team.

#### The Events Team

The Events and Marketing Administrator will be employed by IfM Education and Consultancy Services in the Events Team, based in the Institute for Manufacturing, Alan Reece Building, Charles Babbage Road, Cambridge.

#### Knowledge, skills and attributes

The Events and Marketing Administrator will require the following knowledge, skills and attributes:

Criteria	Standard	Essential/desirable
Qualifications	A-level standard or equivalent	E
	Relevant degree or equivalent experience in business/office administration	D
Demonstrable experience	Excellent written and verbal communication skills	E
	Customer facing environment	E

	Attention to detail	E
	Marketing, event or administrative experience	D
	Working with people at many levels	E
Knowledge	Working understanding of a CRM database (Sugar)	E - D
	Working understanding of a CMS for web	E - D
	Ordering and managing stock	D
	Working understanding of Windows & Microsoft packages	E
	Working understanding of Adobe InDesign	D
	Working understanding of a variety of software packages such as survey tools (SurveyMonkey, Qualtrics), Virtual Learning Environments	E - D
Skills	Ability to grasp new concepts quickly	E
	Multi-tasking	E
	Working closely with others in a team	E
	The ability to prioritise and manage own workload	E
	Ability to work unsupervised	E
	Confident telephone manner	E
Personal attributes	Confident	E
	Helpful, polite	E
	Patient and calm under pressure	E
	Organised	E

	Aims	Activities and outputs	Time
	<p><b>Support promotion activities of Event and Marketing teams</b></p>	<p><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• Management of mailings, including brochure/ flyer mailings, couriers, mailing house management, returns processing</li> <li>• Managing email announcements via the IfM Sugar database and other software packages (Mailchimp)</li> <li>• Add details of events to IfM website via the CMS, and the online shop</li> <li>• Preparation of event flyers using InDesign</li> <li>• Internal distribution of brochures /printed material</li> <li>• Reception screens</li> <li>• Manage stationery and equipment stocks for events</li> <li>• Manage workbook stocks and ordering</li> <li>• Administer book sales</li> <li>• Add events to external websites</li> <li>• Research competitor events</li> <li>• Social media (Twitter and LinkedIn) for events</li> </ul> <p><b>Customer Relationship Management System</b></p> <ul style="list-style-type: none"> <li>• Use of Sugar CRM for creating mailing and target lists</li> <li>• Researching and adding new contacts to CRM</li> <li>• Maintaining data and awareness of data protection issues</li> </ul>	50%
	<p><b>Support Events team's organisation and execution of events for IfM, IfM ECS and other Department of Engineering Divisions</b></p>	<p><b>Event Preparation – pre/post</b></p> <ul style="list-style-type: none"> <li>• Manage delegate registrations – adding to the event booking system, checking payments</li> <li>• Responding to general enquiries</li> <li>• Analysis of delegate feedback</li> <li>• Preparation of Joining instructions</li> <li>• Preparation of delegate materials</li> <li>• Onsite support of events (mainly Cambridge)</li> <li>• Checking event venue set up, audio-visual equipment, car parking arrangements</li> <li>• Ordering relevant books for events</li> </ul> <p><b>Event Arrangements</b></p> <ul style="list-style-type: none"> <li>• Venue sourcing / Conference Cambridge</li> <li>• Transport arrangements</li> <li>• Catering arrangements</li> </ul> <p>Other tasks, as required</p>	50%