



European Union
European Regional
Development Fund

European Programmes Communications and Events Officer Job Description

Introduction: Oxfordshire Local Enterprise Partnership (OxLEP) is one of 38 LEPs operating across England. We are responsible for championing and developing the Oxfordshire economy. Now in our sixth year of operation, OxLEP has made considerable progress in strengthening Oxfordshire's economy by establishing robust and effective relationships between businesses, academia and the public sector. This is an exciting opportunity to join a dynamic organisation helping to deliver a complex agenda.

Our Vision: Oxfordshire as a vibrant, sustainable, inclusive, world leading economy driven by innovation, enterprise and research excellence.

Job title: European Programmes Communications and Events Officer

Reporting to: OxLEP Communications Executive

Job purpose: To provide communications and events support to the OxLEP Business team. To actively manage business support marketing and events communications and external contracts in accordance with agreed plans.

This post is wholly funded by the ERDF (European Regional Development Fund.)

Salary: c£32k - £34k p.a. full time

Contract duration: Fixed term to 30th September 2019 – potential for extension dependant on external funding

Responsible to: OxLEP Business Manager

Job Purpose:

- Plan and deliver an ongoing series of business support events and associated communications related to ERDF and BEIS project activity.
- Manage the company presence at a range of business support events, liaising with stakeholders and independent organisations to maximise opportunities and drive participation.
- Monitor and review the ongoing management and delivery of a program of externally delivered business support events.

- Work closely with an external design agency and PR and communications agency to build clear briefs for work that are required to support ERDF and BEIS activity.

Main Duties:

- Produce event brief for each event/series of events to include: the target audience, why they should attend, the anticipated benefits of attending and satisfaction criteria; target dates and venues; target numbers of delegates; financial objectives and pricing strategy; a budget; an event (project) plan with timelines and milestones.
- Develop and maintain on-going e-mail marketing campaigns and help the team to build ongoing client relationship management.
- Manage existing customer relationships to maximise opportunities for repeat business and repeat attendance at events to assist with achieving project outputs.
- Secure feedback, testimonials and case study material for future promotional activity and ERDF requirements.
- Project-manage events in partnership with event delivery contractor sourcing venues, catering; agenda's, speaker sourcing briefing & liaison; room set up & delegate packs, managing collation of event evaluation forms and wrap-up and sign in/registration for ERDF reporting purposes. Organise 'on the day' support.
- Monitor management reports regularly and share with the OxLEP Business team to enable reporting into Senior Management Team, arrange bookings and manage financial projections against income and cost budget; progress against the monthly plan; action plans to address any shortfalls.
- Work with external business membership organisations, business representative organisations and intermediary partners to maximise co-branding opportunities and avoid duplication of activity.
- Collate post – event delegate satisfaction ratings, attendee numbers, financial performance and update information into the in-house Evolutive CRM database.
- Account Manage the marketing for the OBS projects working closely with the OxLEP team and external contractors.
- Support the team with information about events and project expenditure and coordinate invoices where appropriate in conjunction with the ESIF compliance manager for claim purposes.
- Work in conjunction with the OxLEP communications executive and ESIF compliance manager to develop communications and publicity material for

the ERDF and BEIS project activity which is audit compliant, can be evidenced and ensure that an audit trail is maintained.

General accountabilities:

- To be responsible for ensuring that all relevant policies and procedures are adhered to and concerns are raised in accordance with these policies.
- Undertake such other duties as may reasonably be required of you as required to support the business needs including maintaining business continuity.
- Comply with individual responsibilities for health and safety in the workplace including taking action to reduce the risk to self and others and contributing to the maintenance of a health and safe working environment.
- Provide marketing support where needed to the OBS/OxLEP teams where required.
- Maintain a secure, accessible and fit for purpose work area.

The nature of this post will require flexibility to meet urgent work needs as they arise. This may entail some work outside normal office hours. The job description therefore is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may have to be varied after discussion, subject to the needs of the service and in keeping with the general profile of the post.

OXFORDSHIRE LOCAL ENTERPRISE PARTNERSHIP

SELECTION CRITERIA

Job Title: European Programmes Communications and Events Officer

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| Qualifications | <ul style="list-style-type: none">• Relevant degree or equivalent . |
| Work related experience | <ul style="list-style-type: none">• Significant experience of planning and managing events.• Experience of designing procedures for events and marketing campaigns.• Experience of working in a complex project environment.• Experience of designing procedures for events and marketing campaigns across traditional and digital platforms.• At least one years' experience of working with EU publicity guidelines.• Two years' experience of managing external contractors and suppliers.• Excellent experience of ICT systems, particularly Microsoft Office packages to include Word, Excel and PowerPoint.• Experience in establishing personal credibility when dealing with colleagues, senior managers, partners and external agencies. |
| Specialist knowledge/skills | <ul style="list-style-type: none">• Knowledge of the how best to engage the SME market.• Knowledge and experience in project management, marketing, marketing campaigns and PR aimed at SMEs.• Knowledge and experience of client relationship management (CRM) systems and databases. |

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| <p>Personal Skills</p> | <ul style="list-style-type: none"> • Excellent organisational skills with the ability to prioritise own workload and support others to meet their deadlines. • Good numeracy skills and proven ability to maintain financial records and marketing spend. • Ability to communicate effectively with internal and external clients and staff, verbally and in writing. • Must be self-motivated, flexible, well organised with an attention to detail and able to work as a member of a team. • Must be able to complete work to a high standard and on time and maintain attention to detail. • Commitment to own personal and professional development and to the development of others. |
| <p>Other requirements</p> | <ul style="list-style-type: none"> • Valid driving licence and own transport, or be able to provide alternative, suitable method of travel. • Work outside of standard hours including evenings and weekends may be required from time to time including attendance at meetings and events. |
| <p>Employment package</p> | |
| <p>Salary up to £34k per year, depending on experience. 28 days annual leave per annum plus flexi time policy. Generous contributory pension scheme.</p> <p>The position is offered on a fixed term contract to 30th September 2019 with scope to extend subject to confirmation of external funding.</p> | |
| <p>How to apply</p> | |
| <p>Please send your current CV with a covering letter (maximum of 4 pages) outlining your suitability for this position against the selection criteria via email with the subject OxLEP European Programmes Communications and Events Officer to: info@oxfordshirelep.com</p> <p>Closing date for applications: 17.00 on 23 October 2017 Interviews will be held in Oxford on Monday 30 October</p> <p>If you would like an informal discussion about this role please contact Rob Panting, Communications Executive on 0345 241 1196.</p> | |