



**JOB TITLE:** Marketing & Events Co-ordinator

**REPORTING TO:** Marketing Manager

**FUNDED BY:** European Regional Development Fund

**SUPERVISORY RESPONSIBILITY:** None

**KEY RELATIONSHIPS:**

**Internal:** Programme Manager, ERDF Project Co-ordinator, ERDF Project Administrator, Marketing Manager, Plus X Location Manager

**External:** Project Officer, University of Brighton and Senior Marketing Officer, University of Brighton

The above full-time post is available from January 2022 until December 2022 and is part of the new ERDF Brighton Research and Innovation Technology Exchange (BRITE) project team.

**MAIN PURPOSE OF THE JOB:**

To support the Marketing Manager in delivering the marketing plan and strategy focused on attracting SME's onto the BRITE programme as well as facilitating their growth through marketing activities and outreach while being supported by BRITE.

**RESPONSIBILITIES**

Key responsibilities include:

- Supporting Marketing Manager to deliver the marketing plan to attract innovative companies to the Plus X Innovation Hub
- Generating creative content to support the BRITE programme: digital and print marketing assets including photography, video, flyers, brochures and landing pages
- Copy-writing for both online and offline marketing assets
- Support with event co-ordination for both online and offline events
- Creating and tracking newsletters and email campaigns in the CRM system
- Providing administration support to the Marketing Manager for procurement and reporting for the BRITE project
- Attending meetings with stakeholders such as the University of Brighton and supporting the Marketing Manager on the follow up on actions

- Working with the BRITE programme team to identify case studies and success stories to be used for future marketing and impact reporting

### **KEY RESULTS MEASUREMENT**

- Positive feedback from BRITE members and wider Project Team
- Achievement of marketing OKR's
- Demonstration of Plus X values

### **PERSONAL & TEAM RESPONSIBILITIES:**

- Provide a good role model for staff and trainees and project a positive image to internal and external contacts and customers
- Demonstrate the Company's culture, values, and behaviours  
Take responsibility for own self-development on a continuous basis.
- Carry out responsibilities with due regard to the Data Protection Act and current Data Protection policy
- Carry out responsibilities with due regard to the Company's Equal Opportunities Policy and Environmental Policy
- Work always within the code of the Health & Safety Act

This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed.

### **HOW TO APPLY**

Please email your CV and Cover Letter to our Marketing Manager Amber Mellowship [ambermellowship@plusx.space](mailto:ambermellowship@plusx.space)

### **ABOUT BRITE & PLUS X**

BRITE project website: [www.briteinnovation.co.uk](http://www.briteinnovation.co.uk) Plus X website: [www.plusx.space](http://www.plusx.space)