



Job Description & Person Specification

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| Post title: Marketing and Events Assistant (Student Placement) | Post No: 551341 |
| School or Department: NTU Enterprise | Date created: March 2025 |
| Grade: Student Placement (£22,623 p.a.) | Hours per week: 37 |
| Fixed term end date (if applicable): August 2026 | |
| Other requirements of the role: None | |
| Immediate line manager: Katrina Starkie, Enterprise Space and Community Manager | |
| Title & Grade of posts line managed by postholder: None | |

Job purpose:

1. To support marketing, communications and digital resource activities for NTU Enterprise to increase engagement and participation in NTU Enterprise's student support offer.
2. To support organisation, marketing, communication and execution of events delivered by NTU Enterprise to students, staff and our external enterprise community.
3. To provide internal and external liaison and marketing for NTU Enterprise and Nottingham Trent University (NTU) in promoting the Enterprise and Entrepreneurship agenda and value to NTU students and graduates, as well as entrepreneurial participants from across the region.
4. To support the Marketing and Events Executive and NTU Enterprise team to manage, maintain and improve the functional operations and products of NTU Enterprise on a long-term basis, to engage and support the sustainability and growth of businesses and entrepreneurs supported by NTU Enterprise.

Principal duties and responsibilities: The role will encompass all of the following, but the balance of duties and responsibilities will be determined in discussion with the post holder's line manager:

1. To lead and conduct marketing activities for NTU Enterprise aimed at finding and recruiting participants for the programme from both within the University (incl. students, graduates and staff) and externally across the region.
2. To take charge of NTU Enterprise's social media and e-marketing initiatives to enhance online presence of NTU Enterprise through a range of media, and to monitor, manage, run and update content and services as required; coordinating those marketing activities with both the University's central marketing team, including the corporate marketing team.

3. Support the NTU Enterprise team in organisation, promotion and delivery of enterprise events online and in person (incl. Dryden Enterprise Centre (DEC) events and events for NTU's enterprise community).
4. Develop and help maintain written and digital advertising editorial content and design for websites, NTU Enterprise learning room on NOW, marketing literature, promotional screens and other systems, including development of short videos for promotional purposes.
5. To attend events, incl. Open Days and Employment Fairs to market and promote NTU Enterprise activity on behalf of NTU Enterprise and NTU.
6. Help to develop student forums (eg: Entrepreneurs Club) to reach more students/early stage graduates to provide a route for them to engage with NTU Enterprise.
7. Support NTU Enterprise's business development activities and projects (incl. NTU Enterprise's online presence and services), collaborating with NTU Enterprise businesses, staff and other businesses, employers and alumni and external organisations.
8. Assist the NTU Enterprise team in the review and evaluation of all NTU Enterprise activities and contribute to effective service improvement and awareness of NTU Enterprise's offer, and manage the feedback to NTU Enterprise's activities.
9. Create marketing communication plans for each term and launch / coordinate collaborative competitions with NTU Enterprise and external businesses for students and alumni.
10. Support market research and marketing liaison in NTU working with other NTU departments, particularly Marketing and the other Employability functions and activities and monitor the effectiveness of our student and employer campaigns, promotions and services.
11. Continually develop client testimonials to ensure they are used effectively, to promote NTU Enterprise and, where required, support client businesses' marketing and press activities.
12. Undertake all administrative duties as required by the post.

N.B. The post-holder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the job description in specific terms.

| Personal Attributes | | |
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| Attributes | Essential | Desirable |
| Knowledge | <p>Knowledge of good marketing practice including email and social media (LinkedIn and Instagram in particular).</p> <p>Knowledge of marketing trends and tools.</p> <p>Knowledge of Microsoft Office.</p> | <p>An understanding of social media reporting metrics.</p> <p>Awareness of Nottingham's SME community.</p> |

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| Skills | <p>Excellent written and verbal communication skills with strong attention to detail</p> <p>Ability to empathise with students and staff and other stakeholders. Whilst there is no requirement for the post holder to wish to start their own business – the successful applicant must have an entrepreneurial, can-do mindset and thinking</p> <p>Excellent IT skills including proficient in using Microsoft Teams, Word, Excel and PowerPoint. Ability to use social media effectively to engage students, staff and NTU's external community of businesses and SMEs.</p> <p>Willingness to learn new techniques and software for business.</p> <p>Ability to manage multiple projects.</p> | <p>Basic knowledge of design software such as Adobe Illustrator, InDesign, Photoshop and/or Canva.</p> <p>A flair and ability to appreciate small business needs and use this as a driver when working on projects.</p> |
| Experience | <p>Experience of undertaking desk research including evaluation and compilation of findings.</p> <p>Experience of producing good quality and visually appealing presentations and reports.</p> | <p>Experience of working in a customer focused environment and using social media for business purposes.</p> |
| Qualifications | <p>Currently studying towards an undergraduate qualification at Nottingham Trent University.</p> | |

Competencies

| Essential Competencies | Desirable Competencies |
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| <p>Team Working (Level 1) Works effectively as a member of the team. Takes responsibility for getting things done as part of a team.</p> <p>Customer Focus (Level 2) Works to identify customer needs. Seeks feedback and develops service accordingly. Influences and develops ideas to enhance customer satisfaction.</p> <p>Communicating and Influencing (Level 2) Communicates information effectively to a wide range of diverse stakeholders, influencing events.</p> | <p>Organisation and Delivery (Level 2) Plans time taking account of organisational priorities and other colleagues' work roles to achieve results.</p> <p>Creativity and Innovation (Level 1) Seeks out, reviews and integrates new ways of working into role.</p> |

[N.B All competencies should be drawn from the NTU Competency Framework which can be found [here](#)]

Job Description and Person Specification created by (post title): NTU Enterprise Marketing and Events Executive
