

JOB DESCRIPTION
Vacancy Ref: N1978

Job Title:	Marketing & Events Officer	Present Grade:	6S
Department/College:	Health Innovation Campus		
Directly responsible to:	HIC Programme Manager (Revenue)		
Supervisory responsibility for:	N/A		
Other contacts			
Internal: HIC Project Team, HIC ERDF delivery team, LUMS Marketing Team, LUMS Business Engagement Team, professional services teams, academics including heads of departments			
External: Marketing suppliers, external target audiences including businesses, consultants, speakers and partners			
Note: This post is fixed-term to 31 December 2020 in the first instance with funding provided through the 2014 to 2020 European Regional Development Fund Operational Programme.			
Major Duties:			
<ul style="list-style-type: none"> • Working with the Marketing & Communications teams across the University and the HIC Project Manager (Revenue) to shape and deliver a marketing and communications plan for the Health Innovation Campus revenue project aligned with the University's business engagement strategy • Co-ordinate and implement targeted communications to a regional network of clients, stakeholders and partners in line with marketing and recruitment strategy • Co-ordinate and implement ERDF marketing activities as part of the marketing team, including the creation, execution and monitoring of campaign emails • Maintain interactive marketing channels for the purpose of raising awareness and recruitment, including regularly creating and updating relevant content through digital and offline channels • Liaise with external creative agencies and suppliers in the production of promotional materials specific to ERDF projects in line with funding and departmental requirements • Be responsible for the production of publicity materials, including the project management of materials for print and electronic media, and the preparation of folders and programme materials. • Ensure that marketing communications and events materials comply with the regulations of relevant funding bodies including ERDF, the procedures of the University and relevant legislation • Lead on design, delivery and promotion of quarterly promotional events for SME audience, coordinating internal and external stakeholders as appropriate • Contribute to the creation of client-facing information, which may take the form of newsletters, magazines, brochures or digital communications 			

- Work with project teams to provide support for the dissemination of the results of outreach programmes, demonstrating impact
- Support recruitment activities when required through attendance at selected events
- Represent the School at internal and external networking events, which may require evening working away from home
- Support the production and presentation of materials at seminars, networking events, exhibitions
- Maintain and update stakeholder information using the CRM system
- As part of the Health Innovation Campus team, contribute to the wider marketing communications strategy
- Undertake general office duties as required



European Union

European Regional
Development Fund

This post is part-funded by the European Regional Development Fund