A blue circle with black text

Description automatically generated

Glasgow University Students’ Representative Council

# Marketing and Events Coordinator

(Part time position - flexible hours)

Open to registered students of the University of Glasgow

**Location:** McIntyre Building, University Avenue, Glasgow G12 8QQ   
(home working permitted)

**Salary:** A combination of £13.50 per hour (subject to maximum agreed hours) plus bonus on achievement of targets.

**Hours of work:** 10 hours per week: working pattern to be agreed. Hours vary considerably at peak times (July-September) including up to 35 hours in run up to and including Welcome Week (August – early September).

**Contract Period:** To 31st October 2024. *(Potential extension to 30th March 2025).*

**Probationary Period:** 6 Months

**Reporting to**: Marketing & Communications Lead

## Purpose of the role:

* Enhance the student experience through development of extracurricular events and activities targeted at welcoming students to the University and building a positive cross-cultural environment.
* Ensure sustainability of such events, including Welcome Week by maximising participation and revenue generation from external companies.

This includes:

* + Recruiting sponsors to fund particular Welcome Week events.
  + Recruiting companies to showcase their activities during Welcome Week and beyond through a range of options opportunities (e.g digital advertising, student media, on-campus stalls).
  + Identification and development of new revenue generating activities and sponsorship throughout the year.
* Coordinate and organise key elements of Welcome Week, including the Welcome Fair, and other large-scale SRC events.
* Assist in supervising the SRC Events & Promotion Team (part-time student staff).

### Key Responsibilities:

* **Marketing & Income Generation:**
  + Increase revenue generated via external investment in advertising opportunities (e.g. Welcome Fair stalls).
  + Negotiate with external companies, pitch to potential clients, and upsell to maximise investment.
* **Welcome Week:**
  + Organise a two-day Welcome Fair with at least 250 participants (clubs, societies, businesses) including:
    - Booking and managing stall space.
    - Coordinating logistics like set-up and take-down.
    - Facilitating communication with participants.
* **Year-round Activities:**
  + Manage general marketing inquiries and booking administration.
  + Book in digital and on-campus advertising opportunities.
  + Assist with planning and logistics for other events (e.g. January Welcome Week).
* **Supervision of the Events & Promotion Team:**
  + Assign shifts and act as the key contact for the team.
  + Liaise with the SRC Administration/Finance team on processing invoices.
  + Support the Marketing & Communications Lead in supervising the team at large-scale events (e.g. Welcome Fair, Volunteering Fair).

### General Responsibilities:

Work with the VP Student Activities and Volunteer Coordinator in designing and delivering training for Welcome Helpers (volunteers).

Liaise closely with SRC Administration/Finance team and comply with all organisational financial procedures.

Attend training, events, conferences and meetings as required.

### Personal Development

As an organisation, we are keen to ensure the continuing development of our staff. This position will offer the successful candidate an opportunity to develop skills required for future marketing or events management positions. Development needs and aspirations will be discussed on a case-by-case basis.

### Hours of work, payment and period of employment

Considerable flexibility is offered. This opportunity may combine well with other part time work you undertake although **you** **must be available full time for the full period of Welcome Week (16th – 20th September) and the preceding month (August)**.

There may also be more intense activity during the earlier period of this contract in June/July. Hours reduce considerably post September.

Payment shall be a combination of an hourly rate of £13.50 (subject to maximum agreed) plus bonus on achievement of targets.

### Additional Notes

This job description is a broad guide to the role. It may change from time to time as our organisation continues to change and evolve. It does not form part of your Contract of Employment.

### Person Specification

|  |  |  |
| --- | --- | --- |
| **Attributes** | **Essential** | **Desirable** |
| Knowledge, Skills and Experience | Good communicator, negotiator and organiser.  Excellent marketing skills and experience of generating sponsorship income.  Understanding of components of large-scale event organisation.  Competent administrative skills including good knowledge of Microsoft Office. | Direct experience in marketing, sales or events role.  Experience leading a team or supervising others.  Knowledge of using CRM software.  Full clean UK driving licence. |
| Motivation and Outlook | Ability to work both independently and as part of a team.  Enthusiastic, proactive, and self-motivated.  Confident, flexible. |  |

### Miscellaneous:

Work in a manner that reflects the values of the organisation as outlined in the SRC Constitution and Strategic Plan.

Able to work occasional evenings or weekends.

Perform such other duties as may, from time to time, be required by the Permanent Secretary / Marketing and Communications Lead.

Please submit application form detailing relevant experience/interests and outlining why you are interested in this position to **recruitment@src.gla.ac.uk**

**Closing date for applications: Monday 1st April 2024 at 4pm**