

Post/job title:	Marketing & Events Assistant (Placement Student/Graduate, Fixed-Term)
Ref:	0005053721
Location:	Studland House, Lansdowne Campus
Faculty/ Professional Service:	Marketing & Communications (M&C)
Normal Hours Per Week:	Full-time (1FTE)
Grade:	2
Accountable to:	UK Student Recruitment Events Manager
Special conditions:	UK-wide travel, flexible approach and additional hours often required
DBS:	We are committed to providing a safe environment for all students and staff. This position is required to undertake regulated activity and therefore is exempt from the Rehabilitation of Offenders Act (ROA) 1974 and subject to a satisfactory (enhanced) DBS Disclosure and the requirements of our Safeguarding Policy

Job Purpose

Working in the Events & Conferences Team, this postholder will support targeted events to assist in the recruitment of undergraduate and postgraduate students to Bournemouth University. They will support colleagues with the delivery of the annual Graduation Ceremonies and other University hosted events to enhance student and staff experience.

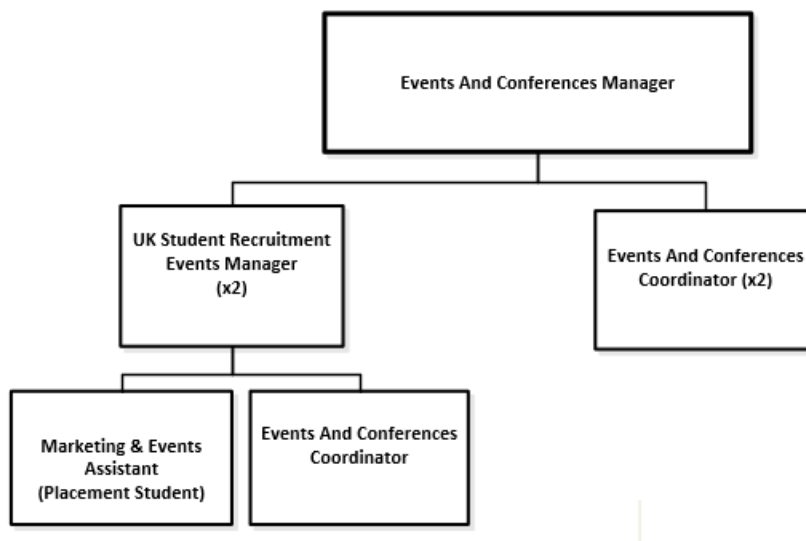
This role supports the organisation of key recruitment events to include all Open Days, UCAS Exhibitions and Postgraduate Fairs. The postholder is responsible for raising awareness of the benefits of Bournemouth University to potential students and their influencers and supporting the Events & Conferences Team in related marketing, student recruitment and event planning tasks.

Main responsibilities

1. Support the Events & Conferences Team in the organisation of student recruitment events to include Undergraduate Open Days, Postgraduate Open Days and Virtual events.
2. Coordinate the organisation of UCAS Exhibitions, including bookings, staffing, travel, accommodation and staff briefings
3. Support the organisation and planning of other University hosted events and conferences, including on the day support
4. Support the team in the recruitment and training of students for the Student Ambassador scheme and their subsequent participation in student recruitment activities
5. Liaise with staff at all levels across the University to support the range of student recruitment activities

6. Represent Bournemouth University at UCAS Exhibitions and other student recruitment events both regionally and nationally
7. Support the development of on and off-line targeted and compelling communications, for all target audiences
8. Support the production of electronic mailshots using emailing tools, including the creation of assets such as digital banners and buttons, forms, and PDFs
9. Provide administrative support to the Event & Conferences Team. This will include online information updates, devising and maintaining databases, mail shots, filing, and correspondence duties.
10. Provide support to the BU Future Students Enquiry Team working with them as required to answer enquiries and fulfil information requests, providing emergency cover as necessary.
11. Working flexibly and being prepared to travel to events. Flexibility of hours and work is required as attendance at certain educational events will require work outside normal hours.
12. Other duties as necessary in assisting with the running of the Events & Conferences Team

Organisational Structure



Dimensions

Marketing & Communications is responsible for the University's strategic marketing, student recruitment, information and research, corporate and internal communications.

The role of Marketing & Events Assistant reports to the UK Student Recruitment Events Manager.

Key attributes

- Must have excellent motivation and initiative and demonstrate a personable, confident approach
- Be comfortable delivering presentations to large audiences.
- Adopting a professional attitude in representing BU to prospective students and other influencers
- The postholder will be required to work at on-site and off-site events so must be able to prioritise workload during busy times

Contacts

Internal: BU students; Academic and administrative staff across all Faculties and Professional Services

External: Prospective Students (primarily Undergraduate), Schools and College Staff, Careers Services.

Information Governance Responsibilities

Data User

i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an offence to apply for and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's Safeguarding Policy and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of and comply with the University's Sustainability Policy, Carbon Management Plan and associated documents, and to ensure that whilst at work that they demonstrate the adoption of sustainable habits or practices and carry out their day-to-day activities in an environmentally responsible manner.

February 2025



Person Specification

Post / Job Title: Marketing & Events Assistant (placement student/graduate, Fixed-Term)		Post No: 332
Faculty/ Service: Marketing & Communications		Date: February 2025
SELECTION CRITERIA	Essential	/ Desirable
Knowledge (including experience & qualifications)		
Current BU student or recent graduate - Marketing/Business/Media/Events or related studies	E	
Good level of IT knowledge using standard Microsoft office packages	E	
Knowledge of UK Education system	D	
Knowledge of digital, online marketing and content generation	D	
Skills		
Good verbal communication skills	E	
Good written skills	E	
Good presentation skills– creating and delivering presentations	E	
Good organisational skills	E	
Good project leadership skills	D	
Attributes		
Able to communicate effectively with key stakeholders within and external to the University, including young people and staff in schools and colleges, HE students, parents and University staff	E	
Adaptable open-minded, a 'can do' attitude	E	
Team player, able to work collaboratively with others to plan and complete tasks	E	
Personable and confident	E	
Creative thinking	E	
Ability to work unsocial hours as and when required	E	
Desire to work in marketing, events or Higher education environment	E	
A UK driving licence or equivalent mobility and ability to travel throughout the UK	E	