



## 1 Advertisement

**Post Title:** Event Coordinator

**School/department:** UK Recruitment (Communications, Marketing and Advancement)

**Hours:** full-time or part-time considered up to a maximum of 36.5 hours

Requests for flexible working options will be considered (subject to business need).

**Contract:** Fixed-term 12 months maternity cover

**Reference:** 9549

**Salary:** starting at £23,144 to £26,396 per annum, pro rata if part time

**Placed on:** 30 August 2022

**Closing date:** 27 September 2022. Applications must be received by midnight of the closing date.

**Expected Interview date:** to be confirmed

**Expected start date:** as soon as possible

The UK Recruitment team is seeking a self-motivated and enthusiastic Event Coordinator to contribute to the co-ordination and delivery of the University's existing in-person Campus Tours, Open Days and Applicant Visit Days, and to play a key role in the development of a new programme of virtual recruitment events.

The post-holder should have exceptional organisational skills and demonstrate a strong ability to manage multiple projects at one time. They will have excellent IT skills and will thrive in a role working regularly with a Customer Relationship Management system and new and emerging event platforms.

This busy role will require a flexible approach to working, and the ability to meet deadlines whilst working independently.

Please contact Daniella Salvage ([d.m.salvage@sussex.ac.uk](mailto:d.m.salvage@sussex.ac.uk)) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*

**Please note: The University requires that work undertaken for the University is performed from the UK.**

## **2. The School / Division**

Please find further information regarding the school/division at:  
<http://www.sussex.ac.uk/schoolsandservices/professionalservices/communicationsmarketing-advancement>

## **3. Job Description**

Job Description for the post of Event Coordinator

**Department:** UK Recruitment

**Section/Unit/School:** Communications, Marketing and Advancement

**Location:** Falmer

**Grade:** 4

**Responsible to:** Event Manager

**Responsible for:** During events will supervise student ambassadors

### **Purpose of the post**

1. Lead on the co-ordination and delivery of the University's portfolio of weekly campus tours
2. Contribute to the co-ordination and delivery of the University's portfolio of campus and virtual recruitment events
3. Lead on activities using a range of new and emerging event-related technology
4. Work alongside other UKR and CMA teams to support the delivery of the division's wider range of recruitment activity
5. Contribute of the smooth running of the UK Recruitment team by providing a high standard of office-based activity.

### **Specific duties**

#### **1. Lead the co-ordination and delivery of the University's portfolio weekly campus tours.**

- 1.1. Lead on a programme of campus tours for prospective students and their parents, delivered in-person on Wednesday afternoons throughout the year.
- 1.2. Lead of a programme of virtual campus tours, suitable for prospective UK and International students, delivered weekly online throughout the year.

- 1.3. Lead on the development and maintenance of a series of audio tours to enable prospective students to visit the campus and download a self-guided tour on their own devices.
- 1.4. Following training, deliver the physical campus tour, the in-person and virtual campus tour presentations and be confident in answering questions from students and parents on all aspects of student life and studying at Sussex.
- 1.5. Regularly review the campus tour script and presentation materials to ensure they remain informative, inspiring and contain the University's key messages. Ensure that information, rankings and figures are accurate at all times and include sources.
- 1.6. Liaise with the Enquires Manager to identify periods of high demand for visits and schedule additional campus tours to meet the demand.

## **2. Contribute to the co-ordination and delivery of the University's portfolio of campus-wide recruitment events.**

- 2.1 Working to established event plans undertake a range of event co-ordination activities to ensure that the necessary resources, services and materials are secured and in good order ahead of each large-scale campus events, giving the event lead clear and timely notice of any potential risks.
- 2.2 Ahead of campus events lead on key areas of visitor activity. These include liaising with academic and student experience teams to create an engaging programme of events, working closely with external designers to create event publications, recruiting and training student ambassadors and co-ordinating and managing our housing tour service.
- 2.3 Contribute to the development of a new portfolio of Virtual Open Days and Online Visit Days that are suitable for both UK and International students. Contribute to creating an informative and engaging mix of live, pre-recorded and interactive academic and student experience activities.
- 2.4 Participate in all campus and virtual recruitment events. During events take responsibility for managing a key area of visitor activity. This aspect of the role will require weekend working, early starts and occasional late finishes.

## **3. Lead on event activities using a range of new and emerging event-related technology**

- 3.1 Lead on creating the team's events and visitor communications within the division's Customer Relationship Management (CRM) system. Be responsible for maintaining historical data and reporting on registration and attendance.
- 3.2 Lead on updating the team's internal and external facing event web pages using the division's Web Content Management (WCM) system.
- 3.3 Use the division's Video Management System create pre-recorded content for use in virtual events.

3.4 With guidance from the Social Media Manager, create and manage social media campaigns to promote Open Days using a range of current and appropriate social media channels.

**4. Work alongside other UKR and CMA teams to support the delivery of the division's range of recruitment activity.**

4.1 During large-scale events support the Widening Participating team by delivering recruitment activity created for the Access and Participation audience.

4.2 During busy periods assist the Schools and Colleges team in the delivery of on-campus school visits.

4.3 Be confident and willing to represent the University at off-campus recruitment events such as UCAS Fairs. This many require occasional travel, early starts or late finishes.

4.4 Support the Enquiries team by proactively answering the University's main enquiry line, as part of a weekly rota, so that all callers to the University receive a prompt, professional and positive response.

**5. Contribute to the smooth-running of the UK Recruitment team by providing a high standard of office-based administration**

5.1. Develop a working knowledge of the University's finance system ensuring invoices are processed in a timely manner and costs are recorded and posted to the correct budget codes.

5.2. Contribute to the care and maintenance of event equipment. Be responsible for ensuring event kit is available, in good order and packed ahead of large-scale events. Ensure post event kit is cleaned, audited and stored safely and securely.

5.3. Foster and maintain a collaborative, positive and supportive team culture, seeking opportunities to assist team colleagues and contribute to additional team activities.

5.4. Provide other general administrative support, as directed by the Head of UK Recruitment, to ensure the efficient and professional operation of the division.

This job description sets out the duties of the post at the time of drafting. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

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**4. Person Specification**

<b>Skills and abilities</b>	<b>Essential</b>	<b>Desirable</b>
Highly organized with a proactive approach to planning and the ability to manage and prioritise a diverse workload with	Yes	

minimal supervision.		
Strong attention to detail and the ability to maintain accuracy whilst working under pressure.	Yes	
Proactive and innovative approach to problem solving and the ability to adapt to changing requirements.	Yes	
Ability to remain calm and use tact and diplomacy in difficult situations.	Yes	
Confident public speaker able to deliver accurate, concise and engaging presentations, in person, online or as pre-recorded content to a wide range of audiences.	Yes	
Ability to create meetings, presentations and break-out rooms using Zoom and MS Teams.	Yes	
Comfortable and willing to learn exiting and new technology as is emerges such as event platforms, web content management systems and social media channels.	Yes	
Highly proficient in the use of Microsoft Outlook, Word, Excel and PowerPoint.	Yes	

<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
An understanding of the issues relevant to potential UK undergraduate students.	Yes	
An understanding of the role the University's Widening Participation team plays in student recruitment.		Yes
An understanding of the current challenges faced by student recruitment teams within Higher Education institutions.		Yes
Understanding of the importance of and potential benefits that virtual recruitment events can bring to the University.	Yes	
Understanding of the key components of either event or project co-ordination.	Yes	

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience of both planning and delivering events or projects.	Yes	

Experience of supervising and motivating a team of volunteers or casually paid workers.	Yes	
Experience of using Customer Relationship Management software.		Yes
Experience of using social media channels in a professional context.		Yes
Experience of delivering a high-level of organisational support in a multi-divisional organisation.	Yes	
Experience of working in the Higher Education sector.		Yes

<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
G.C.S.E English and Mathematics (or equivalent) at Grade C or higher	Yes	

<b>Person Specification</b>	<b>Essential</b>	<b>Desirable</b>
Be a proactive, flexible member of the team, fostering good relations with a range of colleagues both within and outside the institution.	Yes	
Be able and prepared to take part in large-scale on-campus recruitment events. This will require weekend working, early starts and occasional late finishes.	Yes	
Following training, be confident and prepared to represent the University at off-campus recruitment events. This will require occasional early starts, late finishes, weekend working and occasional UK travel.	Yes	

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