

JOB DESCRIPTION

Job Title:	Events & Marketing Assistant
Reports to:	Events & Marketing Executive
Location:	Great Yarmouth

Summary of Position:

The Events & Marketing Assistant actively supports the work of the Events & Marketing Executive in all events and marketing activity within EEEGR with responsibility for assisting in the strategic planning and execution of all of EEEGR's events to include the marketing and promotion of all of EEEGR's activities and programmes. You will assist the Events & Marketing Executive attending and assisting with the management of events as well as assisting on all EEEGR marketing activity to include membership and EEEGRs Skills for Energy Programme.

Main Duties & Responsibilities:

Events

- Processing delegate bookings for events
- Assist with event logistics and preparation and pre-event sales and marketing

Marketing & Communications

- To provide information and content relating to EEEGR events and commercial activities to be shared on website, e-shots and social media (Twitter, LinkedIn etc.) in association with the Events & Marketing Executive.
- Produce suitable suggestions for content (editorial and advertising) for the weekly e-shots and the tri-annual EEEGR News magazine in association with the Events & Marketing Executive.
- Create basic marketing materials using Microsoft Publisher.
- Work with the Events & Marketing Executive and EEEGR's agents in the copy and design of literature and multi-channel content.
- Organise and collate information for press releases.
- Update website regularly to ensure events and information is kept up to date
- Organise and schedule social media platform for EEEGR
- Respond to and follow up sales enquiries by email, post, telephone and face to face.

Reporting & Budgets

- Monitor and coordinate events statistics, reporting to the team and assisting in the writing of quarterly board reports.
- Monitor and produce background information for quarterly report for line manager.
- To assist with the setting and management of all budgets in relation to all events and associated activities in association with the Events & Marketing Executive.

Customer Relationship Management (CRM) Software

- Timely and accurate processing of bookings and administration of EEEGRs CRM system

Finance

- Raising supplier purchase orders, collating information and liaising with the accounts function regarding sales invoicing for Events and EEEGR News.

Liases with:

- Members
- EEEGR Executive Team
- Board of Directors
- Senior Industry Leaders and Public Sector Individuals
- Government Departments, Politicians and Partner Organisations

Personal Qualities & Requirements:

Essential

- Able to conduct research and problem solve in order to form strategies and actions.
- Well-developed communication skills especially in networking, on a one-to-one basis and report writing.
- Clean, full UK driving licence with own mode of transport.
- *IT literate with a high level of competency in standard software packages (MS Word, Excel and PowerPoint).*

Desirable

- A logical, methodical approach to tasks.
- Understanding of modern marketing strategies and methodologies.
- Experience of engaging with members or customers within a trade association.
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About EEEGR:

The East of England Energy Group (EEEGR) is the industry and skills association for energy producers and their Supply Chain in the East of England, representing around 300 members across the sector. It is a non-profit, business-led group committed to the sustained development of the energy sector in the East of England and the continued success of its members.

Skills for Energy (SfE), one of EEEGR's core programmes, is led by industry and its primary aim is to ensure the ongoing diversity and volume of skilled individuals to move towards securing the future wellbeing of the energy sector.

EEEGR's mission is to be the source of new opportunities and knowledge to enable member companies to strategically grow their businesses.

How to apply:

Please submit CV along with a covering letter, including salary expectations and notice period to Kerry Carter via kerry.carter@eeegr.com