

Events Coordinator



Events Coordinator
Grade: BTC Band 06, Scale Point 10.

The success of the Bridgwater and Taunton College Trust will be underpinned by two fundamental beliefs:

Students come first: First and foremost, the purpose of the Trust is to enable students to achieve their potential, and it is this principle that drives how we make decisions and how we act. It is expected that anyone who joins or forms part of the Trust shares this philosophy.

We are team players: Whilst every colleague has a specific role to fulfil, we expect all staff to communicate with compassion, treat others with positive regard, collaborate and behave with professionalism. In our colleagues we seek energy, passion, initiative and cooperation, as well as acting in a way that promotes a positive image of the Trust in the wider community.

Our values

We are ambitious, collaborative and inclusive.

We believe that every role contributes to our students achieving. We are a values driven organisation and strongly feel a shared sense of purpose. We behave in a way that puts our students at the forefront of our actions and decisions making, we champion equality of opportunity and respect our colleagues, our students and our community. We believe passionately that all individuals are entitled to learn and should be encouraged to do so.

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Core Purpose

To play an active role in developing and delivering key marketing events (including digital content) and supporting the Headteacher in effective brand management within the Academy.

Main Responsibilities

The responsibilities of this role could vary as a result of new legislation, changes in technology or policy changes. This job description is not an exhaustive list of tasks of the role.

- Under the direction of the Headteacher, work to deliver key marketing events of the Academy.
- Lead development and guardianship of the Academy brand identity, ensuring that the Academy is portrayed in a professional and consistent manner, that is in keeping with the Academy's overall student recruitment strategy.
- Develop and manage Academy literature, digital content and social media profiles as required.
- Ensure regular postings throughout the year on all relevant social media platforms including Instagram and Facebook and ensuring all postings are delivered in appropriate tone and "on-message" for the Academy.
- Under the direction of the Headteacher and guidance from central colleagues, take responsibility for ensuring the website remains up to date and accessible at all times for key stakeholders, ensuring all information and images are accurate and current.
- Liaise with external stakeholders, including suppliers, to develop publicity opportunities.
- Support other members of the team in the organisation of marketing, development and admissions events, such as Open Day, commercial events and activity at the Academy run by subsidiaries of the wider BTC Trust.
- Maintaining engagement with the Academy's volunteer and alumni groups; to promote membership of these groups and their involvement in Academy events and marketing.
- Provide Ad Hoc advice to stakeholders across the Trust in response to queries related to marketing events.

Other Duties

- To attend mandatory training courses, e.g., Child Protection, Equal Opportunities and Health and Safety related courses
- To promote and celebrate an approach of equality, diversity and inclusion for all colleagues, students and external stakeholders.
- Responsible for the health and safety of themselves and others
- Responsible for the safeguarding of and promotion of wellbeing for both children and colleagues
- To be a team player and contribute towards the vision, culture and ethos of the Trust
- From time to time you may be required to carry out other duties commensurate with the role.

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Person Specification

Area to be assessed	Essential criteria	Desirable criteria
Safeguarding	Must be able to demonstrate a commitment to the safeguarding and well-being of children and young people.	
Qualifications/Experience	<p>Educated to degree level (or the equivalent experience)</p> <p>Proficient use of all Microsoft Office software</p> <p>Demonstrable experience of graphic design</p>	<p>A qualification in graphic design (or similar field)</p> <p>A qualification in digital marketing (or similar field)</p> <p>Knowledge of website content management systems</p>
Knowledge/Skills	<p>Familiar working with and interpreting brand guidelines</p> <p>A proactive attitude bringing enthusiasm to your work</p> <p>Strong attention to detail</p> <p>An organised and structured approach to work</p> <p>Ability to work well within a team and manage workloads to meet deadlines</p> <p>Analytical skills</p> <p>Excellent communication skills both written and oral</p>	