



Job Description and Person Specification

Marketing & Events Co-ordinator

Job Details	
Grade	GRD8
Service	Economic Development Service
Location	City Wide
Job Evaluation Code	

About Coventry City Council

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:

Open and fair: We are open, fair and transparent.

Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.

Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.

Create and innovate: We embrace new ways of working to continuously improve the services we offer.

Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.

Value and respect: We put diversity and inclusion at the heart of all we do.

Job Purpose

The Economic Development Service supports the One Coventry Plan by advancing a sustainable local economy through impactful initiatives and strategic programmes. Key activities include policy development, delivering investment projects, promoting Coventry globally, offering business support programmes and managing external funding schemes. These efforts drive job creation and economic growth, benefiting residents and businesses.

The team has secured substantial funding, supported UKBIC and Gigafactory initiatives and attracted major investors to the region.

Main Duties & Key Accountabilities

Developing and implementing a comprehensive marketing strategy tailored to businesses across

Coventry, Warwickshire, and the West Midlands, aligning with consortium contract objectives.
Managing and promoting the Decarbonisation/Business Energy Advisory Service (BEAS) programmes to ensure Small and Medium-sized Enterprises (SMEs) are informed about available support. Organising events, creating promotional materials, publishing newsletters, conducting market research, engaging clients, producing press releases, or responses to national and local news stories.
Analysing market trends, identifying target audiences and devising innovative approaches to promote the programme effectively and achieve the marketing targets.
Liaising and managing relationships with key external partner organisations for the marketing delivery of the Decarbonisation Net Zero and BEAS programmes.
Reporting on key metrics and figures to ensure transparency and accountability in the programme's progress.
Monitoring and assessing the impact of various initiatives, identifying areas for improvement and optimisation.
Managing the allocation and utilisation of the programme's budget in strict accordance with the terms outlined in our contract. Achieving all targets in collaboration with our consortium led by Aston University, while adhering to public sector procurement guidelines.
Collaborating cross-functionally with internal teams, external partners, and stakeholders to ensure alignment and integration of marketing efforts with other organisational functions.
Ensuring accountability for the success of marketing campaigns and taking full responsibility for achieving the programme's marketing objectives.
Ensuring adherence to UKSPF funding conditions, eligibility criteria, and documentation requirements to facilitate the smooth operation of the programme and mitigate compliance risks.

Key Relationships	
External:	West Midlands Combined Authority Coventry & Warwickshire Chamber of Commerce Coventry & Warwickshire Growth Hub Coventry University Aston University University of Warwick Business Growth West Midlands Warwickshire Country Council Business partners
Internal:	Communications team

	Senior Business Relationship Manager Head of Economic Development
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Standard Information

Post holders will be accountable for

- carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.
- attending any training and undertaking any development activities that are identified as mandatory/beneficial to their role.
- any other duties and responsibilities within the range of the salary grade.

Responsible for

N/A

Person Specification

Requirements

Knowledge	Comprehensive understanding of marketing principles, strategies and best practices, ideally gained within the public sector environment
	An in-depth knowledge of the Coventry & Warwickshire and West Midlands business environment and key regional stakeholders.
	Good knowledge of environmental sustainability, decarbonisation and net-zero strategies.
	Good understanding of public sector procurement processes and budget management.
Skills And Ability	Ability to develop and implement effective marketing strategies that align with the organisational objectives and targets of the programme
	Proficient in building and maintaining relationships with a diverse group of stakeholders, including academic organisations, industry representatives, and regional authorities.
	Proficiency in monitoring, assessing and reporting on key metrics and

	figures to measure the success of marketing initiatives
	Ability to manage and allocate budgets efficiently while adhering to contractual and procurement guidelines
	Be able to manage multiple projects simultaneously, demonstrating excellent organisational and time management skills.
	Excellent creativity and problem-solving skills
Experience	Proven experience of developing, implementing and achieving comprehensive marketing strategies for large-scale programmes
	Predicting and dealing with changing priorities.