



Coventry City Council



Job Description

Vacancy Reference No:

Job Title:	Marketing & Events Co-ordinator	Job Number:	
Directorate:	Place Directorate	Post Number:	
Service:	Climate Change & Sustainability Team	Grade:	7
Location:	Friargate		

This post is part funded by the European Regional Development Fund

Our values:

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.

Job Purpose:

Under the general direction of the Programme Lead or other relevant manager, to be a key member of the team delivering the objectives and outputs of the ERDF funded Green Business Programme. The role will comprise of attracting new businesses, promoting the support available to them, and engaging with them to confirm eligibility for business support and/or grant assistance. This role will also involve developing the Green Business Network, organising, promoting and marketing events and public relations activity. The postholder will also be responsible for ensuring that ERDF funding conditions are adhered to and required project documentation is produced. This post will also work closely with the Council's communications team.

Main Duties and Responsibilities:

1. Promote the support available to SMEs in Coventry and Warwickshire ensuring that all other relevant business support projects are aware of the Green Business Programme.
2. Actively manage and promote the Green Business Network to ensure participating SMEs are aware of the support available to them. This will include organising and attending events & webinars, producing promotional collateral, a regular newsletter, market research, google analytics, client engagement, giving presentations and producing press releases / case studies / reacting to national and local news stories.
3. Promotion of the programme and wider Climate Change agenda through all available channels – this includes targeted marketing, public relations work, video and photography content and use of social media platforms.



4. Maintain and develop the team's web pages.
5. Provide support to the Business Advisors, ensuring all ERDF targets are achieved and ERDF funding conditions are adhered to. This includes providing support and advice to SMEs to assist them in the compilation of grant funding applications.
6. To support the Business Advisors in the collection of relevant data from the SME to ensure eligibility for ERDF support, to evidence the delivery of support, and to verify the performance of installed measures in terms of energy saved and carbon emissions avoided.
7. Research new energy efficiency measures and applications capable of being used by SMEs and groups of SMEs and assess their suitability for grant funding.
8. Provide guidance to SMEs around the eligibility criteria for ERDF funding and ensure all documentation and project records are fully compliant.
9. Promote the Green Business Network and the Council's climate change work within the sub-region, region and nationally with the general public, residents, or industrial groups, external bodies and elected members.
10. Attract new businesses and work collaboratively with other Programmes to ensure that SMEs are made aware of the other sources of support available to them.
11. Pro-actively identify opportunities for further development of the services provided and to identify ways to help SMEs improve energy efficiency.
12. Management of the programme marketing budget, ensuring adherence to Public Sector procurement.
13. Maintain and develop the data on the Council's internal Customer Relationship Management (CRM) system.
14. Support the recruitment of new businesses into the Council's portfolio.
15. The post will involve close contact with organisations and supply chains of varying types and sectors and confidentiality agreements will have to be entered into where necessary.
16. Any other duties and responsibilities within the range of the salary grade.

All employees, agency workers and contractors must comply with Coventry City Council's health and safety policy and in particular are required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for: N/A

Responsible to: Green Business Programme Lead

Date Reviewed: July 2021



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Person Specification

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Service:	Climate Change & Sustainability	Grade:	7
Location:	Friargate		

Area	Description
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Knowledge:	The role of agencies involved in energy management and the low carbon sector
	Environmental issues (including climate change, sustainable energy use, carbon reduction and management) both locally and globally and their relationship with businesses and the community.
	Energy efficiency measures and opportunities for low carbon innovation applicable to SMEs
	An understanding of marketing and communication planning and strategy to identify key target audiences to deliver and review marketing activity.

Skills and Abilities:	Consultation and negotiation skills to a high level.
	High level of verbal and written communication skills.
	Problem solving skills on a practical level.
	Excellent presentation skills.
	Able to research and interpret complex relevant data, making recommendations where appropriate.
	Event management
	Marketing and public relations experience – social media, print, communications, producing and editing copy.
	Accurate and methodical approach to management, planning and prioritising.
	Flexibility in working practices to achieve goals.
Able to travel to various sites during the course of the working day.	

Experience:	Application of energy efficiency improvement projects or low carbon innovation
	Sustainable energy or carbon management or working towards an understanding of associated issues

	Presenting information/concepts to all levels. Writing and delivering a marketing and communications strategy to deliver agreed actions, targets and messaging to target audience(s)
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Educational:	Degree or equivalent experience in either energy, marketing/communications, engineering, science or environmental management discipline.

Special Requirements:	The postholder may be required to enter into confidentiality agreements where necessary.
	The postholder should demonstrate a personal interest and commitment to carbon reduction

Date Reviewed: July 2021