



Title: Business Visits and Events Assistant

Reporting to: Business Visits and Events Manager

Salary: £23,000 (pro rata/£11.50 per hour)

Term: Fixed term, part time (16 hours per week/flexible working days)

Funding secured until March 2025 with a possibility of extension (funding permitting)

Location: Nottingham City, flexible & hybrid working with office space and remote working

Job Purpose:

An integral member of Marketing Nottingham and its Business Visits and Events (BV&E) division (Meet in Nottingham) with responsibility for managing the various Meet in Nottingham social media accounts, event research to support proactive bids and general marketing support to promote Nottingham as a business tourism destination through e-mail and social media promotions and communications.

Duties:

Marketing

- Supporting delivery of marketing activity around business events including Trade Shows, Network Meetings and other B2B events.
- Assisting in the day-to-day management, editing, content creation and reporting on the Meet in Nottingham website to increase traffic and grow event enquiries
- Use creative tools such as Canva to create bespoke banners and digital assets for the website, B2B event presentations, and social media channels
- Running and developing Meet in Nottingham's social media channels including Instagram, Twitter and LinkedIn via organic content to increase connections, grow followers and raise awareness of Nottingham's Business Visits and Events offer focussing on member venues, key sectors and the destinations USPs

Event Research

- Supporting the Business Visits and Event Manager with identifying events which we can bid for
- Research events that run on rotation (both nationally and internationally) concentrating on Associations, Institutes and Societies

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- Using external data sources to establish potential leads that generate maximum revenue, raise our profile or fit our key sector strengths - <https://www.investinnottingham.com/sectors>
- Ensure GDPR rules are followed by managing communication replies and updating client database and enquiry software accordingly

Additional duties

- Work with the Business Visits and Events Manager to organise Sales Network Meetings
- Develop relationships with member venues and their sales teams to ensure you have excellent product knowledge of the city and county's Business Visits and Events offer
- Support the Business Visits and Events Manager with attendance at trade shows working with Business Development, Marketing and participating venues and co-ordinate a robust product/stand to ensure one to one appointments (business leads)
- Support the activity of attracting sporting events to the city as and when required
- Identify commercial opportunities to bring more revenue (and associated profit) into the organisation
- ~~Work closely with the Finance Officer to ensure all commissions are collected on a timely basis and assist with credit control as and when required.~~
- To be accountable for the achievement of the relevant key performance indicators as defined, reporting on a regular basis to the Business Visits and Events Manager
- Work flexibly in time and duties; contributing to all the activities and strategic goals of Marketing Nottingham, which may include working outside normal working hours for particular events and activities, and to carry out any additional duties required by the organisation including supporting colleagues across the organisation when required.

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Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> Google Analytics and social media reporting platforms Up to date knowledge of popular social media channels Understand a wide range of sales techniques and know how to apply appropriately 	<ul style="list-style-type: none"> Stakeholder management Canva or equivalent CIM certification or other recognised marketing qualification Website management tools (WordPress)
Skills	<ul style="list-style-type: none"> Proven ability to write creative marketing content Use of MS Office particularly Word, Excel and PowerPoint Ability to develop and sustain effective working relationships with staff and stakeholders at all levels, influencing business owners/key contacts Proven ability to deliver work on time and to a high standard Attention to detail Confident verbal communication skills when speaking with clients, venues, stakeholders and partners 	<ul style="list-style-type: none"> Database management Strong numeracy skills Marketing plans and reporting Supplier and contractor management
Behaviours	<ul style="list-style-type: none"> Desire to sell and market Nottingham & Nottinghamshire's conferencing and events offer Flexible approach to work to exploit all sales opportunities Ability to work to deadline Team player with creative ideas 	Self-driven

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