



# Event & Marketing Coordinator Internship (SETEM2505)

## The Host Company

This **host company** has been ranked as the **global no.1 University Business Incubator**. From start-up only 13 years ago, this organisation has supported over **1,000 hi-tech start-ups** to develop and raise more than **£1bn** of investment, as well as contributing over **£3.8bn** to the UK economy with further **£15bn** contribution estimated over the next 10 years. The partnership currently supports 265 companies across its centres and has created over 9,000 new jobs.

## Role

To **develop, manage and execute events for the host company's Partnership** (Universities of Bath, Bristol, Southampton and Surrey) and maintain communications channels and marketing tools. This includes contact with external funders, chosen suppliers, central team members, University enterprise and knowledge transfer and host company's business creation teams, government and other external contacts.

### Duration

6 months

### Languages

English B2/C1  
onwards

### Start date

Flexible

## Tasks

- Take responsibility for planning activities for the Partnerships events programme under the direction of the Programme Director and Project Officer. This will involve liaising with staff across 5 Universities.
- Develop and execute the marketing of these events. Work with the Partnerships Marketing and Communication teams including the external PR agency.
- Take responsibility for post-event communication including developing questionnaires, reporting outcomes and ensuring VIPs, speakers, exhibitors and funders support is acknowledged.
- Working with central team members and other internal and external people to define the agenda for the events, support recruiting of speakers and exhibitors.
- Maintain a database of contacts for the Partnership central team. Research additional investors, Government and corporate contacts to ensure the database grows.
- Commission external suppliers for venues, catering and AV, etc.
- Support the programme of activity to engage Government contacts and develop relationships with key targets office staff to develop greater understanding of our activities and success within this community.
- Ensure the smooth running of training programmes.

## Personal Skills

### Essential:

- **Degree in Business, Management, Marketing, Humanities**, or similar.
- Experience of using **Microsoft Office** and **Excel**.
- Aptitude and skills to **manage events**.
- Good communication and influencing skills.
- Ability to deliver outputs consistent with expected standards in terms of productivity and quality.
- Ability to use initiative and take a proactive approach to solving problems.
- Able to work with colleagues in other Universities and externally to achieve the desired successful outcome.
- Ability to offer proactive advice and guidance to ensure delivery of affective, high quality events.

- Able to plan and manage own workload to achieve deadlines with a minimum of supervision once trained.

**Desirable:**

- Experience of events management and dealing with business/corporate customers.
- Willingness to attend meetings off-site and work non-standard hours.

## Location

Based in the city of Bath, a world-heritage site in the South West of England which hosts two great universities. Possessing a truly international feel it has wonderful cultural experiences and is just 1.5-hour train journey from London and a 15-minute train journey from the vibrant city of Bristol.

## How to apply

**STEP 1)** Please, register with us at <http://www.espauk.com/students/student-registration/>

**STEP 2)** Please, log in to your account in <http://www.espauk.com/students/student-application/> and then click on the button **APPLY** next to the vacancy name.