Events and Communications Officer

Job Description:
Starting salary in the range of: £33,141 to £35,855
Working pattern: Full-time (35 hours per week) - some out of hours work may be required for events.
Pension: USS
Annual leave: 25 days plus bank holidays, 3 well-being days per year (leave), an extended Christmas closure, and an employee benefits package.
Location: Hybrid and flexible working (core hours between 10am-3pm); split between remote working and our office based in central London with occasional UK-wide travel. There is a mandatory, in-person team day once a month in our office near Euston and expected attendance at relevant in-person events (typically up to 5 days per month).
Reports to: Director of Operations and Membership

Purpose:

The Events and Communications Officer will be responsible for supporting both membership events and communications activities. The ECO will work with both the Communications Manager and the Membership and Events Manager to ensure membership data is up-to-date, to track membership engagement, to support the organising and delivery of our events, and to craft and broadcast digital content and media outputs. This role requires a proactive, dynamic, and driven individual with excellent communication skills, an understanding of event management, confidence and experience using CRM databases and Excel, along with social media skills and an ability to spot new media opportunities. The ideal candidate will be highly organised, confident and adept with CRM systems, and enthusiastic about delivering excellent service to members whilst helping to promote the organisation's work across digital channels.

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Key Responsibilities

Membership and Events Support

1. Working closely with the Membership and Events Manager to deliver strategies for recruiting, retaining, and engaging members.
2. Maintain and update the CRM system, ensuring accurate records and consistent data standards.
3. Support the processing of membership applications, renewals, and enquiries in a timely and professional manner.
4. Support the organising and execution of member events, such as network and consortium meetings and other engagement activities as needed.
5. Support with the preparation of regular reports on membership numbers, trends and engagement activities.
6. Work closely with the Communications Manager and Membership and Events Manager to design, distribute, and collate the annual member survey.
7. Input membership invoices and payments into Xero or relevant systems.

Communications Support

8. Support a comprehensive media strategy set out by the Comms Manager to promote the organisation's mission and activities.
9. Manage planned activities on all social media platforms, including content creation and community engagement.
10. Proofread and distribute press releases, newsletters, and other communication materials.
11. Maintain and update the organisation's website with relevant news and content.
12. Managing the press inbox.
13. Monitor media coverage and help prepare reports on media performance.
14. Create engaging content for various platforms.

The postholder will also be expected to:

15. Actively support the delivery of the GuildHE strategy.
16. To contribute positively to a small, professional team focused on delivering excellence in their members' interests.
17. Support GuildHE events and communication activities as appropriate - including campaigns, writing articles, blogs and press releases.
18. Build strong relationships with key stakeholders at HE institutions, including senior leaders, academics, and professional services staff.
19. Gather feedback from HE institutions and use this to inform the continuous improvement of our services.

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20. Demonstrate a proactive approach to embedding EDI principles within all policy development and advocacy efforts.
21. Represent GuildHE externally on a range of HE sector groups and projects where appropriate.
22. Deputise for the Membership and Events manager, and the Communications manager as appropriate.
23. Undertake any other reasonable duties as may be required.

Person Specification

Core Skills:

- Strong written and verbal communication.
- Excellent organisational and time management.
- Proficiency in Google Suite, Microsoft Office, CRM systems, and graphic design tools (such as Canva or Adobe Creative Suite).
- Ability to work independently and as part of a team.
- Ability to coordinate multiple tasks and meet deadlines.
- An ability to build relationships within our team, with members and with media contacts.
- Understanding of current media trends and best practices.

Core Attributes

- Able to meet deadlines, to prioritise work and to anticipate issues and problems with strong attention to detail
- Be self-motivated and communicative with colleagues, with the ability to support the wider team when required in a flexible and dynamic working environment.
- An individual who shares our values of equity and inclusion and can translate these values into day to day work and impactful outcomes.

Ideal Education: Bachelor's degree/ relevant experience and training in Communications, Marketing, Public Relations, Business Administration, or a related field.

Ideal Experience:

- At least one (1) year's experience in membership support, communications, or an administrative role.
- Proven experience in social media management and content creation.
- Experience with CRM software and email marketing platforms.

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- Experience in the tertiary or higher education sector.
- Experience with invoicing/ payment systems (e.g. Xero, QuickBooks, and the like).

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