



Job Opportunity: Marketing and Events Assistant

Job title:	Marketing and Events Assistant
Responsible to:	Head of Marketing and Communications
Salary:	£25,000 (pro-rata)
Hours:	17.5 hours per week part-time (0.5 full-time equivalent) or 21 hours per week part-time (0.6 full-time equivalent) – flexible working patterns considered. Events may include temporary need for unsociable hours.
Contract:	Initially offered on a fixed-term basis until 1 September 2024
Location:	Hybrid, between office (University of Reading campus) and home

About SUMS Group – Specialists in Higher Education:

SUMS is an equal opportunities employer and we recognise the value that diverse backgrounds and experiences bring to our work and our organisation. Some identities are still typically under-represented in the workplace and we particularly encourage you to apply if that might be you.

SUMS is a dynamic and values-focused organisation dedicated to supporting the UK's Higher Education sector across our three divisions – [SUMS Consulting](#), the [Southern Universities Purchasing Consortium \(SUPC\)](#) and the [Procurement Shared Service \(PSS\)](#).

As a charity and not-for-profit, we are part of the community we serve. Our vision is to be the expert partner of choice for universities, delivering tangible, sustainable impact through high-quality consulting and procurement services. In a recent survey, 95% of SUMS staff felt positive or very positive about working for SUMS. We strive to be a responsible and supportive employer that provides team members with the autonomy and support to bring new ideas to the table for the benefit of our members, clients and our wider communities.

Role Profile

Role:	Marketing and Events Assistant
Reports to:	Head of Marketing and Communications
Overall role:	<p>The SUMS Group Marketing and Events Assistant plays a significant role in raising and maintaining the strong reputation of the SUMS Group across the higher education (HE) sector.</p> <p>The role is responsible for developing materials and interacting with internal and external stakeholders to deliver SUMS Group's messages and support its members and clients. They will contribute to the development of digital</p>

and hard copy material, including publications, videos, social media, and web content to engage with current members and attract new business.

The role will also facilitate marketing and communications campaigns, making sure these align with the values and strategic aims of SUMS Group, and are accurately targeted (relevant content and channels) for key stakeholders throughout the HE sector.

Acting as the main point of contact for events on behalf of SUMS Group, this role involves both strategic planning of the Group's annual events programme, as well as hands-on event management. This provides the opportunity to design, plan, deliver, and evaluate end-to-end events, including annual conferences, regular webinars, face-to-face workshops, member inductions, staff development days, and service launches.

Responsibilities

Key responsibilities of the role are:

Marketing:

1. **Marketing campaigns:** Support the Head of Marketing and Communications and wider team to develop and deliver marketing and communication campaigns that support strategic goals.
2. **Overseeing marcomms activities:** Support the delivery of a range of marketing and communication activities including email marketing, social media, print advertising, and other publications and digital media.
3. **Content creation:** Generate engaging and creative content for marketing materials, including flyers, social media posts, press releases, thought pieces.
4. **Digital content production:** Provide focused support in the development and editing of videos, podcasts, digital adverts, and other digital marketing and communications materials.
5. **Brand communications:** Support the development and execution of SUMS' strong brand identity, designing and producing promotional materials, such as banners, posters, graphics, and other promotional items, to support marketing and event efforts.
6. **Stakeholder engagement:** Support the Head of Marketing and Communications with stakeholder engagement planning and related activities as required.
7. **Website and social media management:** Maintain and update the Group websites and social media platforms with relevant and engaging new content.
8. **Team collaboration:** Collaborate with cross-functional teams, including marketing and communications peers, respective consultant and procurement divisions, and colleagues from admin, business insights, and finance teams, in addition to key strategic partners.
9. **Evaluation and insights:** Monitor and evaluate campaign or individual activity performance (analyse data / feedback) and provide insights to optimise delivery against agreed outputs, outcomes, and milestones.
10. **Compliance and regulations:** Ensure all marketing activities comply with relevant laws, regulations, and industry standards.

Events:

11. **End-to-end event management:** Design, plan and deliver an engaging and professional programme of events to the Group's members, supporters and other stakeholders. These are delivered in physical and virtual environments, covering a wide range of activities including webinars, conferences, trade shows, product launches, community groups, and promotional campaigns.
12. **Event budgets and logistics:** Manage event budgets, negotiate contracts with vendors, and ensure events stay within budget and deliver strong ROI. Oversee event logistics,

- including venue selection, catering, audiovisual requirements, and travel. Develop event timelines and ensure all aspects run smoothly.
13. **Event content planning:** Work proactively with key team members to support the development of content (both promotional and during event delivery).
 14. **Sector event research:** Identify and manage opportunities to present, exhibit and sponsor external sector events.
 15. **Event promotion:** Ensure that all events are promoted externally, delivered on time, within budget and at the desired level of organisational quality.
 16. **Delegate engagement and support:** Ensure registration of delegates and providing all pre-event communication in good time. Manage the events inbox, acting as first point of contact for delegate queries, both face-to-face, and over phone, email and digital event platforms to ensure a consistently positive experience to all attendees.
 17. **Speaker communications and support:** Provide information and guidance to speakers on presentations and uploading supporting documentation, as required. Provide onsite or online assistance to speakers and participants at events and functions.
 18. **Sponsorship and advertising:** Identify potential sponsors and partners for events. Negotiate sponsorship or exhibitor deals and management relationships and agreed deliverables with sponsors and partners.
 19. **Evaluation and insights:** Monitor and evaluate event performance and delivery against agreed outputs, outcomes, and milestones. Gather feedback and post-event evaluations to continually improve future events.
 20. **Compliance and regulations:** Ensure that Health and safety protocols are fulfilled at events.

You will work closely with:

- Head of Marketing and Communications
- Marketing and Communications Manager
- Marketing and Communications Officer
- Marketing and Communications Assistant
- Colleagues from Administration, Business Insights and Finance teams
- Colleagues from Consultancy and Procurement divisions.

Key Success Criteria

1. Achievement of agreed objectives.
2. Delivery of work to agreed standards and timescales.

Candidate Profile

Qualifications / experience:

- Bachelor's degree in any subject area, with strong writing skills (or equivalent professional experience)
- Previous internship or proven work experience in marketing and / or event management is preferred.

Skills, experience and knowledge:

- a) **Self-sufficiency and leadership:** Ability to exercise initiative, working independently to progress projects and propose innovative solutions, referring to senior management as required.
- b) **Marketing knowledge:** Understanding of marketing principles and concepts, including digital marketing, social media, email marketing, events, and content creation.
- c) **Communication:** Excellent written and verbal communication skills to assist in creating marketing materials and interacting with key stakeholders.

- d) **Customer service:** A customer-focused mindset to ensure positive engagement with event attendees, members, and clients.
- e) **Creativity:** Creative thinking to contribute ideas for marketing campaigns and event themes or concepts.
- f) **Organisation:** Excellent time management skills and ability to multi-task, schedule and prioritise work effectively in a fast-paced environment.
- g) **Attention to detail:** Able to pay close attention to detail to ensure all aspects of marketing and event materials are accurate and well-executed.
- h) **Problem solving skills:** Able to work well under pressure and think critically to identify solutions and potential issues before they arise. Flexibility to adapt to changing priorities and unforeseen challenges.
- i) **Teamwork:** Collaboration and teamworking skills to work effectively with cross-functional teams, to tight deadlines.
- j) **Excellent interpersonal skills:** Able to engage with a diverse range of clients and internal / external contacts.
- k) **Technology proficiency:** Familiarity with marketing tools and software, such as Microsoft Office, social media channels, email marketing platforms, event management tools, graphic design software, web content management, and analytics tools.
- l) **Dedication to your work:** With some flexibility to work outside normal office hours as required, to meet the requirements of activities and events.
- m) **Strong fit for SUMS Group's values:** including:
 - A relentless focus on delivering excellence for our members and the wider HE sector, and a commitment to continuous learning and improvement in our work.
 - Fostering a diverse, inclusive and respectful workplace where all voices are heard, everyone can bring their authentic selves to work, and differences are celebrated.

Next steps to apply:

- Please submit a cover letter, outlining why you're the right candidate for the role, and CV as soon as possible to us at sums@reading.ac.uk. Applications will be evaluated on receipt.
- For further information about the role, please contact sumsevents@reading.ac.uk and include the job title "Marketing and Events Assistant" in the subject line.