

## Marketing, Events & Engagement Officer; Job Description.



### Menai Science Park Ltd (M-SPARC)

*Our mission is to ignite ambition and innovation for a sustainable Wales.*

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| <b>Job Title</b>      | <b>Marketing, Events &amp; Engagement Officer</b>   |
| <b>Responsible To</b> | Outreach and Community Manager  |
| <b>Location</b>       | Based at Menai Science Park (M-SPARC)<br>M-SPARC Hot Desking and Co Working Locations.  |
| <b>Hours of Work</b>  | <b>Monday to Friday</b> minimum of 37.5 hours a week and up to 48 hours a week.<br>Networking events, workshops and seminars, evening events and travel mean that the flexibility to work additional hours is essential.  |
| <b>Salary</b>         | We will consider applications from both junior and experienced people and will provide mentorship and training for junior and entry level members of the team.<br><br><b>Junior / Entry Level £25,000-£30,000</b> plus expenses<br><b>Experienced / Officer Level £30,000-£35,000</b> plus expenses |
| <b>Term</b>           | 3 years in the first instance   |

### Making A Difference.

This is an exciting prospect and excellent career opportunity to work for the first dedicated Science Park in Wales. You will be contributing to the success of a project recognised by the Welsh Government as a key economic driver in the region. You will work as part of a small team dedicated to improving the prosperity of the people of Wales. This is an opportunity to make an impact.

M-SPARC (a wholly owned subsidiary of Bangor University) is operating a Science Park on Anglesey aimed at supporting knowledge led enterprises and projects to grow and succeed. Further details can be found on our website [www.m-sparc.com](http://www.m-sparc.com)

### Purpose of the Job

The post holder will:

- Work on, develop, and own a marketing and PR strategy, to release timely information in an engaging and exciting way.
- Be proactive in producing marketing material, finding opportunities for stories, and ensuring content is shared which is in line with the Park's ethos and brand.
- Develop and share content for social media in line with our brand guidance; Open, Engaging and Enthusiastic.
- Deliver content for M-SPARC's projects such as the Egni, Digidol, and Skill-SPARC programme.
- Develop engaging content for the M-SPARC website including calls to action.
- Produce marketing materials, such as posters and flyers, for events and promotion of activities.
- Lead on the programme of events for M-SPARC.
- Manage and work with external partners to deliver events at M-SPARC.
- Moreover, you will be a multifaceted team player who can turn your attention to other areas of the business when there's a need to do so. M-SPARC are eager to employ people with a "can do" attitude, people who are flexible and who are willing to adapt in areas that are outside of their core roles.



## Main Duties and Responsibilities

### Marketing

- Be proactive in carrying out tasks from the marketing strategy, leading on keeping this updated & relevant and planning in advance for key events.
- Engage with the M-SParc brand and the company activities, creating relevant and regular, bilingual, social media content for a vibrant and engaging timeline across all platforms.
- Update the website with news and events when appropriate and calls to action to engage with M-SParc.
- Assisting in creating posters, flyers and other marketing materials when required.
- Working closely with the wider team to be aware of activities and projects to showcase and market.
- Developing original and engaging content centred around the M-SParc ecosystem, including videos and podcasts.
- Writing PR stories and engaging with the Press to share them.
- Producing and sharing newsletters with stakeholders.
- Ensuring M-SParc continues to be positioned as the centre of innovation for Wales.



### Additionally, an experienced Marketing Officer will be expected to

- Lead on developing ideas and strategies which tie into the M-SParc brand, aims and objectives.
- See opportunities as they arise, being the one to suggest ideas and content opportunities.
- Manage stakeholders, understanding the need to share messages targeted at specific stakeholder groups and thinking strategically in terms of how these are delivered.
- Develop a network, so that marketing is expanded beyond social media and newsletters and can be delivered via partners and others when appropriate.
- Work with minimal supervision, being able to share ideas but deliver outputs without support.

### Events

- Be proactive in finding links to events and working with external bodies where appropriate on joint events.
- Arranging internal events by liaising with speakers, creating descriptions, arranging ticketing and promoting.
- Working with the wider team to host larger conferences, for example the annual Egni conference.
- Support online, hybrid, and physical events, being available to help set up where necessary including the use of camera equipment or the podcast studio for internal and external events.



### Additionally, an experienced Events Officer will be expected to

- Lead on the events programme, giving confidence to the wider team and supporting them in delivering their outcomes via events.
- Liaise with key stakeholders for events, ensuring connections are made with notable individuals and companies for which events may be relevant.
- Be confident in suggesting additional requirements to support, for example live streaming, and hybrid events.

## Operational & General Duties

- Taking the initiative to support customer enquiries and finding possible links and ways to collaborate and assist.
- Be pro-active and positive with the community here, going over and above to work with them and provide a service in areas that are outside of Marketing and Events.
- Taking independent decisions, within the agreed framework agreed by the Company Director, and managing their work when they are absent.
- Planning, prioritise and organise own work to achieve agreed objectives.
- Solving day to day problems as they arise, while recognising when a problem should be referred to others.
- Adopting a positive approach to teamwork, always looking for opportunities to act as an Ambassador for M-SParc.
- Any other duties as requested by the Executive Director to reflect the changing needs and demands of M-SParc as a business.
- General and shared duties as and when required that may include;
  - Opening and closing the building as required on a rota basis.
  - Reception duties
  - Reacting to incidents and scenarios to ensure the health and wellbeing of staff and tenants alike.

## Person Specification

You will be passionate about M-SParc's aims and objectives, wanting to drive forward the economy and support companies to grow, developing opportunities where possible. You will be positive about collaborations, with the people skills to develop strong working relationships.

Go for it! Research shows that men are more likely to apply for a role where they meet 60% of the criteria, and women only when they meet 100%. We recommend that you consider if you have the passion to undertake this role and apply based on this. We are an equal opportunity employer and are open to applicants from all walks of life.

## Desirable Education, Training and Qualifications

- Qualification OR experience of marketing in its wider context.
- Qualification OR experience of running social media accounts.
- Experience of working as part of a team, disseminating knowledge, and keeping good working relationships.
- IT skills, including basic e-mail and Microsoft Package, as well as confidence to learn new skills and programmes.

## Desirable Skills/Abilities

- Be an effective communicator, able to both read, write, and speak in English and Welsh.
- Experience of design, including creating graphics.
- Photography experience, or willingness to learn.
- Filmography and video editing experience, or willingness to learn.
- Ability to co-ordinate projects with minimal supervision.
- Work easily with new people and build relationships quickly.
- Absorb and share information in a correct way, tailored to those receiving it.
- Confidence in new situations.
- Quick to adapt to new challenges.

If you have these skills, please make it clear in your application form, using examples of your experience. Remember, if you don't tell us, then we don't know! If you'd like to submit your application in a different format, for example in graphic form, or as an edited video, we welcome this too.

**Impact**

Your role and performance will directly affect the performance of the company and in turn the economic performance of the region, as such this is an opportunity to have a positive and lasting impact on the communities of North Wales. We are looking for a person who cares about the region and its communities and who believes that Business, Science and Technology can contribute towards a sustainable future for our communities.