

**JOB TITLE:** Marketing and Promotions Assistant  
**STATUS:** Full Time - 2 year fixed term appointment  
**SALARY:** £18k  
**CLOSING DATE FOR APPLICATIONS:** 26<sup>th</sup> March 2010

Not For Profit Business Services have been approached by one of their clients, a professional institution **based in central Rugby**, to assist them in finding a suitable person to provide marketing and promotions support across the whole range of the Institution's products including conferences, seminars, courses and all publications over the next two years on a contract basis. Additionally they will develop a media strategy and relationship with appropriate outlets particularly in the context of the impending transformation of the organisation with a complete rebranding exercise.

It is perceived that this role could be filled by a newly or recently qualified marketing professional with sufficient energy, drive and ambition to help launch a new and exciting phase of the Institution's development. They will also be required to take responsibility for many "hands on" activities and willing to take on routine tasks as part of the overall job specification. The nature of the organisation is such that a prescribed working pattern cannot be laid down. The post is likely to involve a considerable amount of time working outside the normal office hours of 37½ per week. This will also necessitate nights away from home and possible weekend working. The post-holder will be required to adopt a flexible approach, taking on such duties within the scope of the post and provide cover for other staff members in the event of sickness or annual leave when duties are within the scope of the post.

The post offers great scope to a person seeking to establish their credentials within the marketing sector. The organisation is a small but vibrant professional body on the cusp of recasting itself as the UK and Ireland's premier professional organisation in their sector and it is anticipated that the post holder will leave at the end of the project in two years time with an excellent grounding in front end delivery of marketing and promotional activities, ready for the next stage of their career.

The post-holder will report directly to the Chief Executive who will be responsible for prioritisation of duties. However the person will also work closely with the appropriate Vice Presidents and other senior managers especially the Operations and Membership Services Managers.

### **PRINCIPAL RESPONSIBILITIES**

1. Marketing and promotion of Institution events and liaising with various organisations with whom the Institution engages in joint activities.
2. Marketing and promotion of the Exterior Lighting Diploma, short course training and other seminars, conferences and lectures.

3. Assist with the production of technical reports and other publications.
4. Marketing and promotion of technical reports, publications and any other products.
5. Marketing and promotion of the Institutions' premier event, its Annual Conference.
6. Liaise with appropriate media contacts and ensure the dissemination of Institution material to national and trade press.
7. Marketing and promotion of membership and membership services including recruitment and retention initiatives.
8. To promote the lighting discipline to young people via the development of strategies and initiatives and to market particular campaigns or initiatives including careers information.
9. To implement strategies to launch the new Institution ensuring maximum possible press coverage and awareness ranging from central and local government to fellow professional organisations and partner bodies.
10. To liaise with Editorial Board of the sector journal to ensure that the activities detailed are given maximum possible promotion via this medium.
11. To promote the Institutions' facilities at its Head Quarters as a resource for the membership, the industry and any other organisations.

In the first instance please send your CV and supporting statement covering all the points above indicating why you believe you can fill this position to [info@n4pbs.co.uk](mailto:info@n4pbs.co.uk)