



Title: Business Visits and Events Assistant
Reporting to: Business Visits and Events Manager
Salary: £23,000
Term: Fixed term, full time until March 2025 with a possibility of extension (funding permitting)
Location: Nottingham city, flexible working office space and remote working
Accepting hybrid working applications

Job Purpose:

An integral member of Marketing Nottingham and its Business Visits and Events division Meet in Nottingham with responsibility for managing incoming event and conference enquiries and their conversion, event research to support proactive bids and supporting the wider marketing requirements for promoting Nottingham and Nottinghamshire as a business visitor destination via various social media channels and external marketing activities.

Duties:Event Enquiries

- Managing organic enquiries and using the in-house enquiry platform to collate quotes, generate proposals and log enquiry activity
- Provide reports for confirmed and lost enquiries, projected and actual revenue using the in-house enquiry platform
- Manage conversion of website event enquiries
- Ensure enquiry and client data is accurate and recorded on a timely basis within the in-house enquiry platform

Event Research

- Supporting the Business Visits and Event Manager with identifying events which we can bid for
- Using external data sources to establish potential leads that generate maximum revenue, raise our profile or fit our key sector strengths - <https://www.investinnottingham.com/sectors>
- Research events that run on rotation (both nationally and internationally) concentrating on Associations, Institutes and Societies

Marketing

- Working closely with and supporting the Marketing and Communications Manager and the wider Marketing and Communications team in planning and delivering marketing activity for Business Visits and Events.
- Supporting delivery of marketing activity around business events including Trade Shows, Network Meetings and other B2B events.

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- Assisting in the day-to-day management, editing, content creation and reporting on the Meet in Nottingham website to increase traffic and grow event enquiries
- Use creative tools such as Canva to create bespoke banners and digital assets for the website, B2B event presentations, and social media channels
- Running and developing Meet in Nottingham's social media channels including Instagram, Twitter and LinkedIn via organic and paid activity generating creative content to increase connections, grow followers and raise awareness of Nottingham's Business Visits and Events offer focussing on member venues, key sectors and the destinations USPs.

Additional duties

- Work with the Business Visits and Events Manager to organise Sales Network Meetings
- Develop relationships with member venues and their sales teams to ensure you have excellent product knowledge of the city and county's Business Visits and Events offer
- Support the Business Visits and Events Manager with attendance at trade shows working with Business Development, Marketing and participating venues and co-ordinate a robust product/stand to ensure one to one appointments (business leads)
- Support the Business Visits and Events Manager in the preparation and delivery of competitive and pioneering academic event bids
- Support the activity of attracting sporting events to the city as and when required
- Identify commercial opportunities to bring more revenue (and associated profit) into the organisation
- Work closely with the Finance Officer to ensure all commissions are collected on a timely basis and assist with credit control as and when required.
- To be accountable for the achievement of the relevant key performance indicators as defined, reporting on a regular basis to the Business Visits and Events Manager
- Work flexibly in time and duties; contributing to all the activities and strategic goals of Marketing Nottingham, which may include working outside normal working hours for particular events and activities, and to carry out any other duties required by the organisation including supporting colleagues across the organisation when required.

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Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Proven ability to exploit sales leads • Google Analytics and social media reporting platforms • Up to date knowledge of popular social media channels • Understand a wide range of sales techniques and know how to apply appropriately 	<ul style="list-style-type: none"> • Stakeholder management • Canva or equivalent • CIM certification or other recognised marketing qualification • Paid for social media advertising • Website management tools (WordPress)
Skills	<ul style="list-style-type: none"> • Proven selling ability • Proven ability to write creative marketing content • Use of MS Office particularly Word, Excel and PowerPoint • Ability to develop and sustain effective working relationships with staff and stakeholders at all levels, influencing business owners/key contacts • Proven ability to deliver work on time and to a high standard • Attention to detail • Confident verbal communication skills when speaking with clients, venues, stakeholders and partners 	<ul style="list-style-type: none"> • Database management • Strong numeracy skills • Marketing plans and reporting • Supplier and contractor management
Behaviours	<ul style="list-style-type: none"> • Desire to sell and market Nottingham & Nottinghamshire's conferencing and events offer • Flexible approach to work to exploit all sales opportunities • Ability to work to deadline • Team player with creative ideas 	<ul style="list-style-type: none"> • Self-driven

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