



## Rothamsted Enterprises

JOB DESCRIPTION			
<b>SPECIFIC JOB TITLE</b>	Marketing Co-ordinator		
<b>GENERIC ROLE TITLE</b>	Business Specialist/Advisor		
<b>LEVEL/GRADE</b>			
<b>JOB FAMILY</b>	Business Support		
<b>CONTRACT TYPE</b>	Permanent, full-time		
<b>HOURS</b>	37 hours per week		
<b>REPORTS TO</b>	Marketing Manager		
<b>DEPARTMENT</b>	Rothamsted Enterprises		
<b>LOCATION</b>	Rothamsted Campus, Harpenden, Hertfordshire, AL5 2JQ		
<b>DATE</b>	August 2024		
OVERVIEW OF ROLE/JOB PURPOSE			
<p>The Marketing Co-ordinator role is responsible for implementing the marketing plan for the Rothamsted Enterprises Portfolio consisting of Rothamsted Conference Centre, Rothamsted Manor, Rothamsted Agritech Business Centre and Rothamsted Scientific Services including the business community on Rothamsted campus.</p> <p>The role is pivotal to the organisation and a central point of the Rothamsted Enterprises team, working collaboratively with the sales and operations teams to promote each business area, managing the marketing budget, provide effective communication internally and externally, and providing in depth monthly reporting.</p> <p>The Marketing Co-ordinator role will suit a marketing generalist with very strong social media skills and the role involves all aspects of the marketing mix. The ideal candidate will be well organised, be able to think creatively and logically, possess excellent communication skills and work to tight deadlines in a fast-paced and varied environment.</p> <p>The role holder is expected to carry out the duties listed below, and any other duties reasonably required by the line manager, commensurate with the level of responsibility for this post.</p>			
MAIN DUTIES OF ROLE			
Generic Outputs	Weighting	Description of Outputs	Description of Job Specific Duties
<b>BUSINESS SERVICE DELIVERY</b>	65%	Responsibility for managing a specialist administrative support function or working on associated specialist tasks and administrative projects	<ul style="list-style-type: none"><li>• To implement and co-ordinate the marketing plan.</li><li>• To meet and exceed the business KPIs.</li><li>• To plan, create content, schedule send, review, interact and engage on all social media platforms.</li><li>• To plan, create, send, and review multiple newsletters for internal and external communication to relevant parties.</li><li>• To manage the Google and social media advertising (including, but not limited to, LinkedIn, Facebook, Instagram and X).</li><li>• To raise the profile of the Rothamsted Enterprises portfolio in creative and imaginative ways.</li><li>• To design, create and share printed materials and adverts.</li></ul>



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			<ul style="list-style-type: none"> <li>• To ensure collateral is up to date and relevant.</li> <li>• To ensure our marketing messages are authentic and the communications are aligned to our values and culture.</li> <li>• Lead all marketing efforts encompassing design, branding, direct mail, online, advertising, social media, and events preparation.</li> <li>• To consistently update, advise and amend the website.</li> <li>• To promote and support our business tenant community on campus.</li> <li>• Instigate market research activities when required.</li> <li>• To monitor competition and advise accordingly.</li> <li>• To represent Rothamsted as a brand ambassador at internal and external events, setting up stands and engaging with the audience.</li> <li>• Monitor events available to assess importance of team participation and for future benefit as market research for internal events.</li> <li>• To take photos where necessary to promote the campus and events.</li> <li>• To promote our strategic partners and promote events accordingly.</li> <li>• To write blogs for use on the website and social media.</li> <li>• Use the KX system for marketing purposes.</li> </ul>
<b>WORKING WITH OTHERS</b>	20%	Provision of specialist advice or administrative assistance to employees and key stakeholders	<ul style="list-style-type: none"> <li>• To work closely with design companies, marketing agents to create online and offline collateral in line with the brand guidelines.</li> <li>• To work closely and attend meetings with all teams (sales, operations, CEO Rothamsted Research colleagues including Comms Team as required).</li> <li>• To liaise with strategic partners including the BBSRC, Herts LEP, Herts IQ, Agri-TechE E, Herts Chamber, Venues of Excellence, UKSPA, UBKAA, St Albans Council.</li> <li>• To engage and liaise closely with our business tenant community on campus.</li> </ul>
<b>FINANCE AND RESOURCE MANAGEMENT</b>	10%	Managing budgets and monitoring accounts	<ul style="list-style-type: none"> <li>• To manage and monitor the marketing budget ensuring accuracy at all times and budget is adhered to.</li> <li>• Ensure supplier invoices are processed in a timely manner.</li> <li>• Generate and monitor POs for relevant invoices.</li> <li>• Onboard new suppliers when required.</li> <li>• To ensure marketing supports sales and generates leads.</li> <li>• Monitor and report on KPIs and all social media.</li> </ul>
<b>CONTINUING PROFESSIONAL DEVELOPMENT</b>	5%	Identification of individual development needs and acquisition of professional and practical skills	<ul style="list-style-type: none"> <li>• Seek feedback from others in assessing one's own learning and development needs, especially in learning from mistakes or when expectations have been exceeded.</li> <li>• Seek opportunities for self-development in normal day-to-day work as well as through agreed development objectives</li> <li>• Manage own performance and career, seeking support when required.</li> <li>• Keep up to date with the latest technology trends.</li> </ul>



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PERSON SPECIFICATION AND SHORTLISTING CRITERIA*				
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<b>DEPARTMENT</b>		Rothamsted Enterprises		
<b>LOCATION</b>		Rothamsted Campus, Harpenden, Hertfordshire, AL5 2JQ		
EDUCATION/QUALIFICATIONS		Essential	Desirable	How Tested? **
1.	Basic standard of numeracy and literacy at an appropriate level (Usually evidenced by two GCSEs or equivalent including maths and English)	Y		AF/IV
EXPERIENCE/KNOWLEDGE/SKILLS		Essential	Desirable	How Tested? **
1.	Previous marketing role experience.	Y		AF/IV
2.	Familiarity with standard office software packages/IT systems relevant to role. i.e., Microsoft Office (inc Teams), Google docs	Y		AF/IV
3.	Previous experience of KX or another CRM system.		Y	AF/IV
4.	Outstanding attention to detail and organisational skills.	Y		AF/IV
5.	A self-starter with initiative and common-sense.	Y		
6.	Excellent verbal and written communication skills to provide outstanding customer service.	Y		AF/IV
7.	Ability to work to deadlines and completes tasks fully.	Y		AF/IV
8.	Must have a 'can-do' attitude and be able to work as part of a team	Y		AF/IV
9.	Have a calm and professional phone manner and be confident in taking and making calls.	Y		AF/IV
BEHAVIOURS/COMPETENCIES				How Tested? **
1.	<b>Drive for Quality:</b> Is motivated and committed to doing their job to the best of their ability			IV
2.	<b>Strategic Thinking:</b> Aligns actions with wider goals and models			IV
3.	<b>Creativity and Innovation:</b> Accepts and adapts to change; makes connections and encourages a creative environment			IV
4.	<b>Developing Self and Others:</b> Identifies learning and development needs			IV
5.	<b>Professional Conduct:</b> Demonstrates honesty and respect			IV
6.	<b>Productive Relationships:</b> Cooperates with and supports colleagues			IV



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7.	<b>Effective Communication:</b> Listens and communicates clearly to others, proactive and reactive communications with senior management			IV
8	<b>Prioritisation – ability to prioritise workload under pressure</b>			IV
GENUINE OCCUPATIONAL REQUIREMENTS		Essential	Desirable	How Tested? **
1.	A full, valid and clean driving licence (may be required for some but not all jobs)		Y	AF/IV
2.	Ability to work 5 days over 7 which occasionally includes weekends, bank holidays and evenings.	Y		AF/IV

\* Minimum requirements of the post and how they will be assessed

\*\* Evidence of criteria will be established from: **AF** (application), **IV** (interview), **Test** (skills test/prepared question/presentation), **Cert** (certificated checked by interview panel)