



Job Title: Marketing & Campaigns Co-ordinator

Job Level:

Responsible To: Marketing Manager Sheffield City Hall & Utilita Arena Sheffield

Direct Reports: Senior Social & Digital Media Co-ordinator

Place of Work: Utilita Arena Sheffield / Sheffield City Hall

Purpose of the Job

A Marketing & Campaigns Co-ordinator will build a portfolio of off the shelf & bespoke advertising packages to support promoter campaigns whilst producing venue print/brochures and co-ordinating with shows for print display and local advertising opportunities. The role also involves working with Business Development team to support the venues Naming Rights sponsor in terms of ensuring both parties receive maximum benefit from the deal.

Job Summary:

The knowledge, experience and skills essentially required for this role are as following;

- Attention to detail & ability to work under pressure
- Planning & organising to deadlines
- Excellent administrative skills - Word, Excel, Google Docs
- Good communication & influencing skills
- Problem solving and initiative
- Time management skills
- Willingness to work unsociable hours
- Counter Terrorism awareness, knowledge and training
- Health & Safety knowledge and training

A desirable requirement would be as follows:

- Knowledge of the social media, email marketing and wider communications landscape
- Experience with Canva or similar for creating content
- Proficiency in Adobe Suite
- Relevant qualifications

Key Responsibilities:

- To liaise with event promoters to coordinate campaigns
- To work closely with external suppliers to organise adverts and print distribution
- To work on campaigns and identify/generate opportunities to promote the event

- To create, design and distribute venue brochure/ booklet
 - Build a portfolio of off the shelf and bespoke support for events coming to venues including Radio, Print, Digital outdoor, Tram advertising, Cinema advertising, Meadowhall, TV, bus shelter, bus sides.
 - Support of venue Naming Rights relationship
 - Support the Social & Digital Media Co-ordinator in the following
 - Updating website
 - Promotion of events through social media posts
 - Working event nights to promote events and venue
 - To ensure you are proactive in ensuring all counter terrorism measures within the venue are adequately implemented and to ensure all relevant training and information sharing in the venue and company counter terrorism practices and risk mitigations are undertaken.
 - To implement and comply with the company Health & Safety Policy, maintaining the safest possible environment for your colleagues, visiting event staff and customers.
 - To undertake appropriate health and safety training, counter terrorism training, manual handling, fire evacuation etc.
 - To undertake any other duties as requested by the management.
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Expected Behaviours

ICAN – Our company culture is built on this ethos. Supporting, helping, offering excellent service to all customers, stakeholders, and colleagues.