

OUTREACH AND MARKETING OFFICER

Job Description

Department:	Business Development – based at Cirencester Growth Hub
Job details:	Permanent; Full time 35 hours per week
Salary:	Grade 5: £22,417 - £26,715 per annum pro rata
Responsible to:	Head of Farm491 & Programme Manager

Main purpose of job

To develop and deliver an outreach programme in coordination with external resources that engages, informs and recruits prospective AgTech SME's and people from the target beneficiaries.

The post holder will assist in promotion, delivery and monitoring of the Inspiring AgriTech Innovation (IAI) Programme, part funded by European Regional Development Fund (ERDF).

Key tasks

- 1 Plan, co-ordinate and deliver a wide range of digital marketing and outreach activities for identified targeted beneficiaries.
- 2 Attend relevant events in person and/or co-ordinate attendance by members of IAI team to provide approachable and engaging interventions.
- 3 Deliver inspiring presentations to a range of audiences to raise aspirations and knowledge relating to AgTech.
- 4 Contribute to the evaluation and monitoring of all events, providing information to the Farm491 Admin Officer to help the effective reporting of activities.
- 5 Build and develop effective social media campaigns that develops working relationships with target beneficiaries, whilst identifying new opportunities for collaboration, engagement and recruitment.
- 6 Maintain Farm491 website content and blogs
- 7 Produce and/or co-ordinate the production of high quality promotional/marketing materials, in various formats, for use at events.
- 8 Represent the University on internal and external committees, working groups, partnerships and networks as appropriate.

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- 9 Monitor on-going expenditure to ensure that all activity is carried out within the agreed budget and meets all EU funding requirements.
- 10 Assist IAI and Farm491 colleagues with events including (but not limited to) shows and fairs, open days, giving tours of facilities to prospective IAI programme members and partners.
- 11 Undertake such other reasonable responsibilities and tasks, commensurate with the position Grade, that maybe assigned by the Head of Department and Line Manager.

PERSON SPECIFICATION

Requirements The post holder must be able to demonstrate:	Essential or Desirable	Measured By A) Application Form B) Interview C) Test / Exercise D) Presentation
Educated to degree level or equivalent	E	A
At least 1 year relevant commercial experience in digital marketing (social media, website, affiliate), PR or other outreach activities	E	A,B
Drive, enthusiasm and strong commitment to improving access to Agtech as a business opportunity	E	A, B, D
Excellent front of house and customer service skills	E	A,B
Excellent organisation and project management skills	E	A,B
A flexible approach with the ability to undertake frequent travel and the ability to set up exhibition stands	E	A,B
Experience of developing strong relationships and identifying new opportunities with a variety of internal and external stakeholders	E	A,B
Experience of creating websites (e.g. wordpress), writing promotional copy for online, print and social media.	E	A,B
Experience of creating concise reports based on evaluation of statistical information and market research	D	A,B
Awareness of developments in Agtech	D	A,B

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Special requirements
The post-holder must have a full driving licence as independent travel to locations within the UK will be necessary.
The post holder must be capable of moving heavy items up to 20 kg
The post will involve working some weekends and evenings involving overnight stays.

Application Process

If you are interested in applying for this role, please send:

- A University [Professional Services Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk – you may attach your up to date CV if you wish to add additional information
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk saying where you saw the advert for the role

Closing date for application forms is **Sunday 16th February** with interviews on **Tuesday 3rd March 2020**

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