

Undergraduate Marketing and Project Co-ordinator 12 Months Industrial Placement Year



Role: Undergraduate Placement – Undergraduate Marketing and Project Co-ordinator

Salary: From £16,000 p.a.

Duration: Minimum 12 months - available from August/September 2019

Reports to: Cornwall Innovations Centres Manager

Location: Primarily based in one of the three Cornwall Innovation Centres, requires occasional commuting between sites

Role Summary:

Reporting to the Cornwall Innovation Centres' Manager and as a member of the Cornwall Innovation Centres' team, you will provide high quality marketing and project coordination to foster and support the promotion and delivery of the various Innovation Centre marketing activities and internal projects across the three Innovation Centres' sites.

The Marketing and Project Co-ordinator Role – Broad Scope:

- Regular maintenance and management of the Cornwall Innovation Centre's Social Media platforms (*Twitter, Facebook and LinkedIn*) which also includes working with a self-established marketing/social media plan
- Providing student liaison support to the University of Plymouth and the Cornwall Innovation Centres which identifies and facilitates opportunities/projects for student besides academic engagement
- Discrete management of projects between the Cornwall Innovation Centres and the University of Plymouth (*i.e. communication of project goals and desired outcomes, establishment of project scope, marketing/advertisement of project across various media sources etc.*)
- Identifying possible links between customer business and employability needs and the University of Plymouth and resulting marketing action
- Regular advertisement of Cornwall Innovation products and services, which also requires designing of posters, signs, leaflets, Power Point Presentations and other supporting media

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- Attendance of University of Plymouth Career Fairs, Open Days and Cornwall Innovation Centres' internal networking and collaboration events to promote the Cornwall Innovation Centres' offer, products and services
- Cornwall Innovation Centres' website content management and updates in cooperation with Pool Innovation Centres' Administrator
- Marketing and support to refreshed Formation Zone product and liaison with UoP to ensure consistency of delivery

General Other:

- Provide additional operational front of house support as required to maintain operational functionality

Skills and other Requirements:

- Excellent verbal and written communication, organisational, planning and interpersonal skills
- Ability to work under pressure, prioritising work and meeting deadlines
- Very good knowledge of Marketing/Design tools such as 'Canva' and similar
- Ability to work without close day-to-day supervision
- Good problem solving and influencing skills
- Numeracy and analytical ability
- Creativity and negotiation
- Good commercial and business acumen
- Good teamwork skills, willingness to integrate into a smaller team
- Numeracy and analytical ability
- Good basic IT skills (*i.e. MS Word, Excel and Power Point*)
- High drive, ambition and self-motivation
- Good knowledge of 'WordPress' and basic experience with website content management
- Must be able to observe confidentiality
- Possession of a driving licence would be advantageous