

# Milton Keynes Ice Hockey Club

## Role Profile - Marketing Coordinator

### Role Details:

<b>Job title:</b>	Marketing Coordinator
<b>Location:</b>	Milton Keynes
<b>Reporting to:</b>	Lisa Brooks

### Purpose of role:

The role holder will be responsible for providing on-going support and assistance to the Marketing team with a particular focus on promotional events.

### Responsibilities of role:

The responsibilities of the role will include (but not be limited to):

- Researching, planning and delivering a programme of public-facing events (both in-house and external) to promote the club and the MKL brand
- Facilitating pre-event preparation meetings with the appropriate stakeholders
- Managing on-the-day event logistics where appropriate
- Coordinating the diary of the MKL mascot 'Pucky' to ensure their availability and attendance at events
- Working closely with the MKL Supporters' Club to coordinate marketing activities as needed
- Liaising with the Head Coach/GM for appropriate player participation at events

- Coordinating with the Marketing and Sponsorship teams to ensure the appropriate marketing and promotional materials are available
- Ensuring all health and safety standards are met for each event
- Researching and identifying potential audiences and invitees for particular events, and actioning any invites as appropriate
- Collating post-event information for analysis and evaluation, and assisting the Marketing team in identifying areas of improvements for future events
- Assisting the Marketing and Finance teams to monitor associated budgets and spend including producing regular reports
- Liaising with the Marketing team to ensure all events are promoted via social media channels and the website in a timely and proactive manner
- Supporting the Marketing & Sponsorship teams with any additional resource as needed
- Assisting colleagues and third parties to promote and operate a healthy, safe and secure working environment in line with appropriate policies and procedures
- Working with colleagues and third parties to ensure that the MKL brand is protected and managed appropriately at all times
- Actively promoting an equal, diverse and inclusive working environment for all colleagues

### **Experience and background:**

The role holder will be expected to demonstrate:

- A background in an event/marketing coordinator role, ideally within a sports environment
- Previous events planning experience
- A good understanding of event operations and logistics
- A good understanding of health and safety requirements
- Experience of working to multiple deadlines with the ability to prioritise
- MS Office experience, including Word, Excel and PowerPoint
- Excellent diary management skills
- Excellent communication skills (both written and verbal)