



Job description

Job title:	Marketing and Events Coordinator
Department:	Membership and Commercial
Location:	Hybrid
Working hours:	Full-time (35 hours)
Contract:	Permanent
Responsible to:	Marketing Lead, Contracts
Responsible for:	N/A
Band:	6

About us

Every day, educators and leaders across the Further Education (FE) and Skills sector inspire curiosity, drive progress and empower learners to achieve their potential. The Education and Training Foundation (ETF) is here to champion the vital role of the FE and Skills workforce. Working in partnership, we drive professionalism by setting the professional standards for the quality of teaching and leadership across the sector. We provide educators with a pathway of professional development throughout their careers, champion inclusion and enable sector change for a thriving FE and Skills sector. Together, we are transforming lives and opportunities for learners aged 14 and above.

As a trusted partner in skills development, we support government and regional bodies with evidence-based workforce strategies. Individual Members and organisational Partners can join an inspiring community of like-minded professionals offering expert advice, the latest sector research, exclusive CPD, resources and events.

Together, we will empower everyone working in our sector with the skills to inspire and equip their learners for success in sustainable employment and thriving communities. Together, we promote professionalism, improve teaching standards and champion inclusion. The foundations for creating long-term success.

Role purpose

We are looking for an enthusiastic and organised individual to join our team as a Marketing and Events Coordinator. This role plays a key part in supporting the planning and delivery of marketing and events that connect learners, students, and professionals with ETF's purpose. Working closely with the Marketing team, you'll help coordinate marketing campaigns and events aimed at increasing awareness, engagement, and participation across our key audiences.

You'll contribute to the smooth delivery of both digital and in-person events—such as webinars, conferences, and workshops—helping with logistics, communications, and post-event follow-up. You'll also support day-to-day marketing activities including scheduling, email marketing, social media, content creation, and high-level reporting.

This role is ideal for someone looking to gain practical experience in both **marketing** and **events** within a mission-driven organisation. You'll need good communication and organisational skills, a proactive mindset, and a genuine interest in helping us reach and engage our communities more effectively.

Role Responsibilities

The Marketing and Events Coordinator will support the tactical delivery for a range of marketing campaigns. They will also coordinate the logistics for in-house and external events.

1. Support the Marketing team to coordinate and implement marketing and event plans that contribute to key KPIs.
2. Assist in the scheduling and delivery of multi-channel marketing activities, including email, web, and social media, ensuring content is accurate, timely, and aligned with campaign goals and brand guidelines.
3. Help prepare and send email campaigns using ETF's email platform—supporting list selection, content building, scheduling, and performance tracking.
4. Contribute to the creation and scheduling of content for social media channels and help update the website to support campaigns and events.
5. Provide logistical and administrative support for events, such as webinars, workshops, exhibitions and conferences—coordinating delegate communications, registration processes, materials, and on-the-day presence and support.
6. Liaise with venues, suppliers, and internal teams to ensure event logistics run smoothly and consistently represent the ETF brand, including sustainability.
7. Support the development and production of event collateral and marketing assets, including presentations, flyers, banners, and digital resources.
8. Help track campaign and event performance metrics (e.g. attendance, engagement, feedback), compiling insights and contributing to reports to support continuous improvement. Monitor and update marketing and event budgets.
9. Manage and liaise with external suppliers and partners to coordinate event logistics, including the storage, delivery, and upkeep of branded materials such as literature, banners, stands, and furniture—ensuring high-quality, cost-effective support for event delivery.
10. Maintain and monitor the internal event booking system, supporting local and regional teams in planning and delivering small-scale events. Ensure they are equipped with the correct literature and display assets, delivered on time, on brand, and within budget.
11. Contribute to the ongoing development of ETF's event presence, helping to evolve a modular, flexible stand setup that aligns with brand guidelines and can be easily adapted for a range of event formats and audiences.

12. To act as an ambassador for the organisation – always providing a positive and professional image.

Person specification

Essential for the job	
Experience, skills, and knowledge	
Experience coordinating marketing campaigns, including email, web, and social media.	✓
Strong organisational and project coordination skills, especially in supporting digital and in-person events.	
Experience providing logistical and administrative event support, including registration, delegate communication, and on-the-day delivery.	
Basic content creation skills for marketing collateral and digital assets (e.g., flyers, social posts, presentations).	
Ability to liaise with suppliers, venues, and internal teams to ensure event delivery aligns with brand and quality expectations.	
Self-starter with detail-oriented mindset, able to manage multiple tasks to deadline under minimal supervision.	
Awareness of data management, reporting and monitoring budgets.	
Strong IT skills including Microsoft Office packages (Word, PowerPoint, Excel, and Outlook).	
Calm under pressure, flexible, and collaborative.	
Local and national travel, with some overnight stays.	
The following are desirable but not essential	
Knowledge of the FE and Skills sector.	

Additional information

Our commitment to Equity, Diversity, Inclusion and Belonging

Equity, Diversity, Inclusion and Belonging; FE is for everyone - it gives everyone opportunities to excel at whatever stage of their learning journey they are at. We are proud of the work that staff across the sector do to support learners to excel, and in particular to support those in the least advantaged groups. Through offering lifelong learning, our sector supports the journey towards social justice. We are an employer committed to sustainable practice and have an open and fair People Strategy where all staff have equal opportunities to develop and excel. Our values guide us in how we work with teachers, trainers, leaders, partners and stakeholders alongside how we behave and operate as a team.

Although you will not be working directly with young people or vulnerable adults this role may involve you visiting education providers and you will be required to undertake a DBS check.