

Position	<i>Events Marketing Manager</i>
Reporting to	<i>Executive Lead and Board Member for Events Management</i>
Location	<i>Flexible</i>

Background

Women in Nuclear UK (WiN UK) was formed in early 2014 to improve diversity and increase the skills base in the nuclear industry by encouraging gender balance.

Women in Nuclear UK's mission is to address the industry's gender balance, improve the representation of women in leadership, engage with the industry, government and public on nuclear issues and support the industry with tools and information.

WiN UK's Strategic Objectives:

- **Attraction** - to encourage women to join the nuclear industry through engagement with schools, colleges, universities, appropriate youth groups and nuclear sector employers to create dialogue and raise awareness of the industry via events and communications. Also to work with national organisations to provide consultation and feedback on best practice to achieve a gender balanced workforce.
- **Retention** - to support those already in the sector with career progression through mentoring and networking.
- **Dialogue** - leading on broader engagement on diversity within the sector, but also on engaging women outside the industry in the debate on nuclear energy.
- **Industry Guidance** – development and management of the Industry Charter, engagement with Charter signatories, development of toolkits and materials to aid companies by bringing together experts and information, in a guide on best practice.

Organisation

WiN UK is governed by an Executive Board. The purpose of this board is to ensure WiN UK objectives are met in accordance with the strategic plan, to engage across the sector and to support regional teams in their delivery. WiN UK Executive Board Committees deliver centralised and national WiN UK initiatives and are led by an Executive Board Member.

Please note that this is a voluntary post.

WiN UK Events Management Committee

The WiN UK Events Management Executive Committee is focused on coordinating and supporting a pipeline of WiN organised events, as well as external events at which WiN UK has presence. Its key responsibilities are:

- To co-ordinate all WiN UK events via support from
 - Regional Events Management
 - National Events Management Lead

- International Events Managements Lead
- To manage an annual calendar of events, identifying new opportunities for WiN UK to have a presence and support the industry.
- To support on logistics for events, as needed.
- To work closely with the Marketing and Communications Lead to ensure all events have the necessary communications and marketing campaign support.

Main Responsibilities

Overall: To lead on the development of all marketing and communications related specifically to events in order to promote WiN UK events and drum up attendance and / or promote WiN UK involvement in events. This role will work closely with the Communications team to ensure the messaging is right and consistency with broader WiN UK initiatives.

More detailed responsibilities:

- Develop a marketing and communications approach and plan for every event (as required) working closely with the Communications team to ensure it is aligned with any broader WiN communications and campaigns.
- Deliver on the event marketing and communications plan including updates to the booking page, sending emails, and drafting communications on social media.
- Prepare sponsorship packs, leaflets and event promotions, as required.
- Regularly link in with the Regional teams to understand whether they need any marketing and communications support for events they are planning.
- Provide effective internal communications to the relevant individuals within WiN UK to ensure the WiN UK Board and Regional teams are informed of any updates and requirements related to the events.

Commitment required

- 1-2 hours per week for specific tasks/emails.
 - Commitment to the role for at least one year.
 - Ability to attend conferences and meetings on behalf of WiN UK as required/available.
 - The role may require support to other initiatives throughout the year, including but not limited to the WiN UK annual conference.
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