

<b>JOB DESCRIPTION</b>	
<b>Job Title:</b>	<b>Operational Support Co-ordinator</b>
<b>Location:</b>	Home Based
<b>Reports to:</b>	Operational Support Manager
<b>Responsible for:</b>	n/a
<p><b>Job Purpose:</b> To provide a consistent level of support and approach to Development Managers across FSB priorities, which pertain to the organisation's corporate objectives.</p>	
<p><b>Key Areas of Accountability:</b></p> <p><b>Events Management</b></p> <ul style="list-style-type: none"> <li>Facilitate events, online and face to face, to present an image of an effective, professional organisation representing the needs of small business owners.</li> <li>Oversee the administration of FSB events, including planning, marketing, administration, analysis and attendance monitoring</li> <li>Use online events management software to market and manage events</li> <li>Publish and promote events through social media and other areas as directed by Development Managers (DMs)</li> <li>Preparation and distribution of marketing content in relation to events</li> <li>Liaise with Development Managers (DMs), attendees, venues and speakers to ensure events are organised in a professional manner.</li> <li>Work with the events and marketing teams nationally to be the relevant local hub for any national events activity.</li> </ul> <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>Ensure that verbal and written communication with members, external organisations, Members of Parliament / Local Authorities and the general public presents an image of an effective, professional organisation representing the needs of small business owners.</li> <li>Engage and support DMs' campaigning objectives across a wide range of communication channels, including social media, printed media and securing external media coverage</li> <li>Create and post engaging content on social media</li> <li>Be a hub for local content, managing the delivery of FSB e-newsletters and magazines, ensuring that content is shared to the appropriate stakeholders.</li> </ul> <p><b>Commercial &amp; Campaign Support</b></p> <ul style="list-style-type: none"> <li>Assist the local DM to maintain, co-ordinate and grow FSB campaigning at a local level to increase the impact of our national campaigning goals.</li> <li>Support Development Manager with local campaign plans by identifying and sharing relevant local examples to support FSB's lobbying activity.</li> <li>Support Development manager to identify potential working relationships and partnerships for FSB to advance its policy and campaigning goals.</li> <li>Assist Development Managers to gather information around case studies and evidence to support FSB lobbying activity.</li> <li>Assist DMs in supporting FSB's nationally driven commercial objectives and ensuring a professional and consistent service is delivered to local members.</li> <li>Assist DMs in supporting FSB's national and local recruitment and retention campaigns, including attending events to represent FSB</li> </ul> <p><b>Administration</b></p> <ul style="list-style-type: none"> <li>Provide diverse administrative support to DMs including event administration research, marketing and general administrative tasks such as emails, calls, preparation of papers.</li> <li>Provide support to DMs across a number of work streams simultaneously.</li> <li>Provide point of contact cover in the absence of any relevant DMs</li> <li>Develop reporting/evaluation processes for DMs.</li> <li>Undertake other duties relevant to regional activities in accordance with the level/grade of the post as directed by the appropriate line manager.</li> </ul>	

*This job description is not intended to be an exhaustive list of duties and responsibilities. The job description will be reviewed and updated as the needs of the business evolve.*

<b>Person Specification</b>		
<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>GCSE Grade 4 or equivalent in English Language</li> <li>Full driving licence</li> </ul>	<ul style="list-style-type: none"> <li>Customer services certificates</li> <li>IT qualification – BTEC or equivalent</li> <li>Business and or Marketing qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experience of managing and delivering administration support</li> <li>Working in a role without close supervision and where working on own initiative was essential</li> <li>Creating and posting content for social media</li> <li>Sourcing and preparing content for marketing communications</li> <li>Experience of working in a customer supporting role</li> </ul>	<ul style="list-style-type: none"> <li>All aspects of events management, including administration, planning &amp; delivery</li> <li>Sourcing and preparing content for marketing communications</li> <li>Managing social media accounts, using social scheduling tools and analytics to measure success</li> <li>Worked from home with experience of managing conflicting work streams and varied time demands</li> <li>Face to face customer/stakeholder relationship development</li> <li>Use of customer database</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Good knowledge of IT applications including Word, Excel, Outlook, databases and social media platforms</li> <li>Good all round knowledge of managing and delivering administration support</li> </ul>	<ul style="list-style-type: none"> <li>Has used a customer database previously.</li> <li>Understanding of the needs of small businesses and information which would be helpful to their business</li> <li>Google docs or similar data sharing platforms</li> <li>Understanding of the political context and institutions</li> <li>Knowledge of all aspects involved in planning and delivering an event</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Excellent verbal and written communications skills</li> <li>Ability to plan, organise and prioritise workload to meet deadlines.</li> <li>Ability to enable the smooth coordination of activities</li> <li>Strong relationship building and interpersonal skills</li> <li>Good telephone manner ability to carry out customer service calls to a high standard</li> <li>Ability to create and communicate marketing content for local activity</li> </ul>	<ul style="list-style-type: none"> <li>Ability to identify opportunities to develop FSB objectives and put forward to Development Manager with recommendations.</li> </ul>

**Specific  
Requirements**

- Be willing to travel across local areas to attend events and meetings
- Ability to access and use a car for work purposes
- Be flexible regarding working hours in order to meet the needs of the FSB
- To be able to work from home in a safe suitable environment