Marketing and Events Co-ordinator

Salary: up to £28k dependent on skills and experience
Location: Peterborough City Centre (on-site)
Reports to: Head of Marketing and Events
Hours: Full-time, Monday to Friday

About the Role

Peterborough Positive is seeking a proactive and creative Marketing and Events Co-ordinator to support the delivery of marketing, communications, events and business engagement activity across Peterborough city centre.

Working closely with the Head of Marketing and Events, you'll help deliver campaigns that promote the city centre as a vibrant destination to visit, work, live and do business. This varied role combines digital marketing, content creation, public relations, events and stakeholder engagement, with regular visits to city centre businesses to build relationships, gather content and support levy payer engagement.

This is an excellent opportunity for someone with 1-2 years' marketing experience who is looking to develop their career across multiple channels in a fast-paced and visible organisation.

Key Responsibilities

Marketing & Social Media

- Support the planning, creation and scheduling of content across social media channels
- Ensure communications are engaging, consistent and aligned with brand guidelines
- Create content for newsletters, websites, email campaigns and marketing materials
- Support the delivery of integrated marketing campaigns across multiple channels

Business Engagement

- Build and maintain positive relationships with city centre businesses and stakeholders
- Undertake regular business visits to gather feedback, promote initiatives and identify marketing opportunities
- Support communications with levy-paying businesses, ensuring they remain informed and engaged
- Record business interactions and feedback to support reporting and future activity
- Work alongside the City Centre Ambassador and wider team to strengthen business engagement

Public Relations

- Draft press releases, articles and media communications
- Monitor and report on media coverage
- Support PR activity for campaigns, events and city centre initiatives

Content Creation

- Contribute creative ideas for campaigns and promotions

- Create graphics and marketing assets using Canva
- Capture and edit photography and video content for social media, website and PR use

Campaign Reporting

- Monitor social media, website and campaign performance
- Produce reports and insights to help evaluate activity
- Support campaign planning by identifying opportunities to improve reach and engagement

Events & Partnerships

- Support the planning, promotion and delivery of city centre events
- Liaise with businesses, partners and suppliers to support event delivery
- Assist with event logistics and on-the-day coordination

Website & SEO

- Update website content and maintain accuracy across digital channels
- Support SEO activity and content optimisation

Administration

- Support with campaign planning, reporting and general administration
- Organise meetings, maintain project plans and record actions where required

What We're Looking For

- 1-2 years' experience in a marketing, communications or events role
- Excellent written and verbal communication skills
- Confident building relationships and engaging with businesses face-to-face
- Creative mindset with experience creating content across digital channels
- Strong organisational skills and attention to detail
- Ability to manage multiple projects and priorities
- Experience using social media platforms for business
- Comfortable using Microsoft Office and Canva
- A proactive, positive and professional approach
- Experience with website content management and basic SEO would be advantageous

What We Offer

- A chance to develop your skills across a wide range of areas, including both B2B and B2C campaigns
- A chance to build a rewarding marketing career while helping showcase everything that makes Peterborough a great place to live, work, study and visit
- A fun, inclusive and supportive team environment
- Free access to an online learning and development platform, helping you build new skills and support your career growth