

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Marketing Assistant

Accountable to: Marketing and Student Recruitment Manager

Contract Length: Permanent

Hours per week/FTE: 35 hours per week / 1.0

Salary: £24,034 - £28,274 per annum

Grade: Grade 2

Purpose of Job: To work as a member of the marketing team supporting college marketing and student recruitment activities. The post holder will work on both print and digital projects and support events. The role will involve providing course advice, supporting open days, visitor tours and responding to enquiries through Salesforce and other channels.

Duties and responsibilities for Marketing Assistant:

- Under supervision, to support delivery of the Degree Shows. Liaising with temps and internal staff, assisting with installation of way-finding, coordination and delivery of printed materials. Liaising with suppliers (including photographers and printers), obtaining quotes, checking proofs/orders and assisting day to day coordination.
- To implement and track effectiveness of agreed posts on Facebook, Google Adwords and Mailchimp. To gather and analyse Google Analytics reports.
- To gather and collate research reports on competitors. Under direction, run reports on recruitment stats.
- To research and maintain relevant contacts databases.
- To distribute agreed internal communications to students via Moodle
- To maintain a college-wide image library.
- To act as the first point of contact for staff and ensuring correct copyright/image use has been secured.
- To work on student profiles, liaising with students and course leaders and coordinating corrections and sign off
- To support course enquiries as and when required, by telephone, CRM, email, social media and in person. To provide information and advice on areas such as course content, entry requirements and the application process.
- To give tours of the college to visitors and prospective students (pre-booked)
- To support coordination and implementation of College Open Days through Salesforce.
- To provide ad hoc marketing support to other marketing projects as required
- To perform such duties consistent with your position as may from time to time be assigned to you from anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the post.
- A commitment to the University's Equal Opportunities Policy, together with an understanding of how it operates within the responsibilities of this post.
- A commitment to your own development and that of your staff through effective use of the University's appraisal scheme and staff development processes.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Marketing and Student Recruitment Manager
- External Relations Team
- Academic Staff
- Admissions and Academic Registry Team
- External and Internal Inquirers

Specific Management Responsibilities

Budgets: n/a

Staff: n/a

Other (e.g. accommodation; equipment):

Signed _____ Date of last review _____
(Recruiting Manager)

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Grade: 2

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet the following criteria

Person Specification	
Specialist Knowledge/ Qualifications	Has received formal training or education at post 16 level.
Relevant Experience	Both print and digital experience Experience of using web, social media, and Google analytics for marketing purposes
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Research, Teaching and Learning	Effectively delivers basic training or briefings to support understanding or learning
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team or with different professional groups
Student Experience or Customer Service	Provides a positive and responsive student or customer service.
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve day-to-day problems

Last updated: November 2017