|  |  |
| --- | --- |
| **Job Title:**  | **Senior Marketing Assistant**  |
| **Reports To:** | Schools Marketing Manager |
| **Direct Reports:**  | N/A |
| **Date:** | Feb 2025 |

**Job purpose**

This is a great role for a keen and enthusiastic Senior Marketing Assistant to support our Schools Marketing Manager.

You will demonstrate an enthusiasm for working on projects that are fast-paced and diverse whilst ensuring all our staff and service users enjoy a high-quality experience. Your ability to inspire, communicate and engage with diverse audiences internally and externally will be key. You will have a focus on achieving measured and tangible results.

You would be working on a whole host of different and exciting projects including digital and social media, developing our five websites, producing collateral, keep-warm e-marketing, liaison with agencies/other staff, events and exhibitions. All the time supporting with the administration and execution of the marketing plan. You will have opportunities to learn new skills and to really build your marketing portfolio within a supportive and creative environment.

**Objectives**

This role will support and assist in driving the growth and performance of the marketing activity of our schools.

**Duties, responsibilities, and key tasks**

* Maintain and develop content and structure of websites within all brand guidelines
* Responsible for the execution of the social media posts.
* Assist with the production of marketing and events materials and literature both using agencies and producing inhouse
* Ensure brand optimization and consistency across every customer touch point, ensuring each customer journeys/user experiences are up to date and amplified to improve recruitment, retention, and perceptions of our brands.
* Alongside the Marketing Manager ensure marketing plans are implemented on budget and on schedule.
* Monthly reporting across all brands
* This role will require some travel and extended hours (driving license preferred).

**See next page for qualification, skills and requirements.**

**Qualifications/Experience:**

|  |  |
| --- | --- |
| **Essential** | **Desirable** |
| A relevant qualification in marketing, business or administration.At least two years’ marketing experience | Relevant marketing experience in a similar role or industry |

**Knowledge Required:**

|  |  |
| --- | --- |
| **Essential** | **Desirable** |
| **MS Office Suite** (Excel, Word, Teams, Outlook, PowerPoint)**Social Platforms** - Facebook, Twitter, Instagram, LinkedIn**Digital Tools** – Canva or Adobe Suite**Website Maintenance/Development** – preferably WordPress | E-marketing via Mailchimp or CRM Google Analytics (GA4)Google/Facebook Paid AdvertisingOther marketing software such as Hootsuite, Issuu, Cision etc. |

**Personal Skills:**

|  |  |
| --- | --- |
| **Essential** | **Desirable** |
| Excellent attention to detail, highly organised team player with strong interpersonal skills and the ability to work with a range of different roles and individuals within an organizationAbility to work at speed whilst maintaining accuracy. | Copy writing and grammatical skillsDesign skills, or an eye for designAbility to prioritise workloads and be flexible in changing them |