

JOB DESCRIPTION

Job Title: Marketing Assistant

Line Manager: Head of Marketing

Summary of Job

The Marketing Assistant is crucial in supporting the execution of the College's Strategic Marketing Plan under the guidance of the Head of Marketing. This role involves hands-on tasks and coordination in various marketing initiatives, aimed at enhancing the college's presence and engagement with various stakeholders.

Responsibilities

1. Support for Strategic Marketing:

- Assist in the development and implementation of marketing strategies and plans.
- Provide support in managing and executing promotional materials and campaigns.
- Support the Head of Marketing in building and maintaining relationships with external organisations and internal departments.

2. Content and Brand Support:

- Update the website when required, including managing the College Calendar.
- Take photos/videos around the college when required.
- Support the Head of Marketing in managing the college's brand across various platforms and ensuring consistency in brand messaging and visual identity.

3. Social Media and Communications:

- Assist with the day-to-day running of the college's organic social media posts, using scheduling tools.
- Assist with the college's social media activity, including content creation.

4. Event and Stakeholder Engagement:

- Assist with organising, promoting, and delivering college promotional events.
- Support the Head of Marketing in liaising with partner schools and our Alumni Community.

5. Administrative and Other Tasks:

- Manage the marketing email inbox and update the College Calendar.
- Take an active role in proofreading all marketing communications and organising photo shoots and focus groups.
- Support the Head of Marketing with College Tours.
- Demonstrate awareness and commitment to equality, diversity, health, safety, and safeguarding.
- Carry out other reasonable requests as may be required by the Head of Marketing and the Principal.