



JOB DESCRIPTION

Job Title:	Apprentice Marketing Assistant	Version:	4
Department:	Marketing		
Reports To:	TBC		
Supervises:	N/A		
Grade:	Level 3 Apprenticeship	Date:	28 September 2021

Purpose of Job:

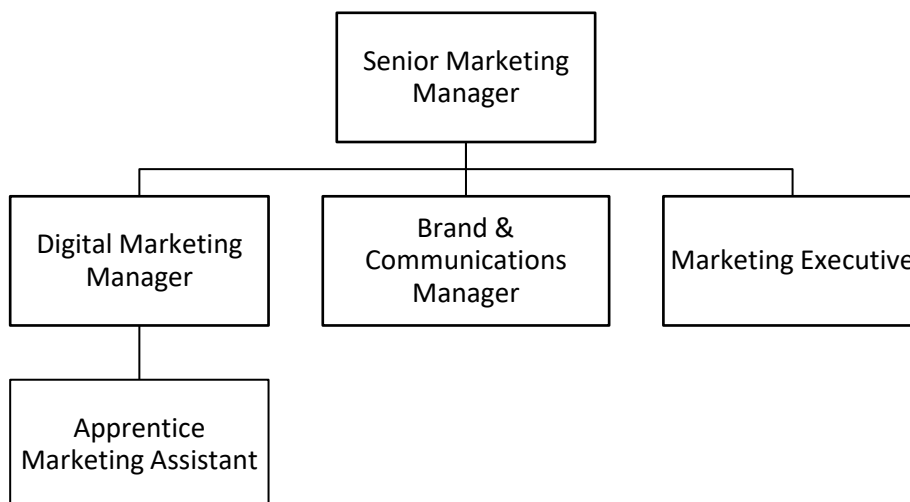
The broad purpose of this role is to support customer focused marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line.

As part of the Marketing team the Marketing Assistant will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company.

Dimensions:

Financial:	N/A
Staff:	N/A
Others:	N/A

Organisation Structure:





Principal Accountabilities:

1. Create and edit content in collaboration with colleagues for offline and/or digital marketing channels, such as website, social media, sales materials or event displays, ensuring that brand guidelines are met in order to achieve marketing objectives.
2. Publish editorial, creative and video content via social media or video sharing platforms, e.g. LinkedIn, Twitter, Instagram.
3. Specify, purchase and quality assure marketing goods and services from external suppliers e.g. place a brochure print order, book exhibition space, book media space.
4. Monitor and evaluate marketing delivery effectiveness by producing and interpreting reports from one or more marketing tools or systems, e.g. marketing automation report; social media monitoring report; analytics and metrics reports, budget tracker.
5. Contribute to the planning, delivery or evaluation of marketing activity through creation of written planning and evaluation documents and presentations, e.g. marketing campaign results, market and customer intelligence research, update marketing plan.
6. Use content management software to publish and refresh effective online content to engage with different customer segments.
7. Use appropriate primary and secondary research methods including survey tools and desktop research to gather marketing insight or evaluation, and inform marketing decisions, planning and delivery.
8. Monitor marketing expenditure and activities to a specified budget and plan, ensuring invoices are processed efficiently.
9. Efficiently and effectively source creative assets (photographs, graphically designed creative, video content) for the production of marketing communication collateral in-line with regulations and legislation.
10. Establish and maintain effective day to day relationships and communication between the marketing function and internal and external stakeholders to support marketing activities.
11. Implement marketing activities through marketing administration, e.g. organise an exhibition display, arrange a marketing meeting, organising an event.
12. Abide by terms and conditions of the training contract.
13. Commit to and complete the endorsed training plan in the time allocated.
14. Enrol and attend vocational training; complete theory based assessments and demonstrate skills through competency based assessments to the best of your ability.

General Responsibilities:

- Undertake training and development as required by the organisation.
- Demonstrate by actions commitment to organisation's Values.
- Demonstrate by actions commitment to equality, diversity and inclusion.
- Any other duties commensurate with role to support the organisation's business needs.
- To be responsible for their own health and safety.



Working Relationships and Contacts:

- Executive Support & Governance Lead
- Chief Marketing Officer
- The Marketing Department
- The Sales Department
- The Academic Division
- Corporate Leadership Team

Person Specification:

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Knowledge <i>This relates to the level and breadth of knowledge required to do the job, e.g. an understanding of a defined system, practice, method or procedure.</i></p>	<ul style="list-style-type: none"> Literacy and numeracy appropriate to the position 	
<p>Technical/Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, typing skills, etc.</i></p>	<ul style="list-style-type: none"> Strong verbal and written communication skills Aptitude/ability to work in an organised manner, under pressure and methodically 	<ul style="list-style-type: none"> Aptitude/ability to work proactively whilst multi-tasking and within a team environment
<p>General Skills/Attributes <i>This relates to more general characteristics required to do the job effectively, e.g., effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<ul style="list-style-type: none"> Good attention to detail Ability to learn new technologies quickly (training will be provided) Team player An obvious interest in a career in marketing including social media channels, website management, events planning and communications 	<ul style="list-style-type: none"> Proofreading
<p>Experience <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work (take care to ensure period stated is appropriate and not unnecessarily excessive)</i></p>	<ul style="list-style-type: none"> Customer service and administrative experience 	<ul style="list-style-type: none"> Marketing and/or sales
<p>Qualifications <i>Please state the level of education and professional qualifications and/or specific occupational training required</i></p>	<ul style="list-style-type: none"> Level 2 qualifications in general education (including Maths and English at A*-C GCSE or equivalent) 	