

## Job Description

<b>Role Title</b>	<b>Marketing Assistant</b>		
<b>Directorate</b>	Marketing		
<b>Team</b>	Marketing and Communications		
<b>Line Manager</b>	Marketing Communications Manager		
<b>New/ Existing Role</b>	Existing		
<b>Salary range</b>	Up to £20,000		
<b>Location</b>	Edinburgh		
<b>Perm/ Fixed Term</b>	Permanent	<b>Grade 5</b>	
<b>Job Purpose</b>	To provide administrative, project and marketing campaign support to the marketing team in Scotland.		
<b>Resource Management Responsibilities</b> None	<b>Budget/ Equipment Accountabilities</b> Some	<b>People (EST) Accountability</b> No line management	<b>Contractor Accountability</b> Working with our key agencies
<b>Critical Accountabilities (between 4-8)</b>	<p><b>Assist the marketing communications team with campaign delivery including:</b></p> <ul style="list-style-type: none"> <li>• Creating and scheduling social media content</li> <li>• Creating email campaigns</li> <li>• Basic web content management using our CMS system</li> <li>• Assisting with creating/editing website collateral</li> <li>• Developing collateral (online and off-line), working with relevant agencies and internal teams.</li> <li>• Event management and delivery</li> <li>• Providing administrative support including raising purchase orders, managing a shared campaign planner and other resources, maintaining and developing team processes and procedures, managing image libraries, scheduling team meetings and taking minutes, and monitoring collateral stock.</li> </ul>		
<b>Knowledge, skills and qualifications required</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience of working in a team</li> <li>• Excellent communication skills including writing</li> <li>• Excellent administrative and organisational skills</li> <li>• Ability to work using own initiative</li> <li>• Ability to manage a busy workload, work under pressure and prioritise</li> <li>• A willingness to learn and contribute to the work of the department</li> <li>• Experience of using Microsoft Office applications</li> </ul> <p><b>Desirable but not essential:</b></p> <ul style="list-style-type: none"> <li>• A marketing qualification</li> <li>• Experience of working in a marketing communications environment</li> <li>• Digital marketing experience/knowledge including experience of using CMS systems, Photoshop, InDesign, social media monitoring tools, and email marketing software.</li> </ul>		