

Job Description

<b>Role Title</b>	<b>Marketing and Communications Assistant</b>		
<b>Directorate</b>	Marketing Communications		
<b>Team</b>	Marketing Communications / Marketing Scotland		
<b>Line Manager</b>	Marketing Communications Manager – Corporate & Campaigns / Marketing Manager		
<b>Perm/ Fixed Term</b>	Permanent	<b>Grade 5</b>	
<b>Job Purpose</b>	To provide assistance to digital, content and PR teams across the marketing and communications team.		
<b>Resource Management Responsibilities</b>	<b>Budget/ Equipment Accountabilities</b> Some	<b>People Accountability</b> No line management	<b>Contractor Accountability</b> Working with creative agencies or freelance
<b>Critical Accountabilities</b>	<p><b>Assist the team with:</b></p> <ul style="list-style-type: none"> <li>• Implementation of marketing communications plans and assisting with day-to-day operational tasks</li> <li>• Assisting with creating/editing/uploading website content (i.e. case studies, blog posts, news stories).</li> <li>• Supporting social media moderation by responding to comments.</li> <li>• Creating email campaigns</li> <li>• Website content updates using our website CMS</li> <li>• Using design software to create graphics and other creative assets</li> <li>• Working with brand guidelines and developing collateral with creative agencies and internal teams</li> <li>• Event management support</li> <li>• Providing general administrative assistance including raising purchase orders, managing image libraries, scheduling &amp; organising meetings, managing collateral libraries and monitoring collateral stocks</li> </ul>		

Knowledge, skills and qualifications required	<b>Essential:</b> <ul style="list-style-type: none"><li>• Excellent communication skills with the ability to write engaging copy</li><li>• Excellent organisational skills</li><li>• Excellent attention to detail</li><li>• Ability to work using own initiative</li><li>• Ability to manage and prioritise a busy workload and work under pressure</li></ul>
	<b>Desirable:</b> <ul style="list-style-type: none"><li>• A marketing or communications qualification</li><li>• Digital marketing experience/knowledge including experience of using content management systems, wordpress, Hootsuite, Orlo and email marketing software</li><li>• Experience using design and basic video editing tools such as Photoshop, InDesign, Canva and Biteable</li></ul>