

Job Description

Role Title	Marketing Communications Assistant (Scotland)
Job Family & Category	Marketing & Communications, Assistant
Team	Group Marketing and Communications
Line Manager	Senior Marketing and Communications Executive (Home Energy Scotland)
New/ Existing Role	Existing
Perm/ Fixed Term	FTC – 12 months
Job Purpose	To provide project management, administrative, marketing and content creation support to the marketing team in Scotland.
Resource and Management Responsibilities	<ul style="list-style-type: none"> ▪ Some Budget/ equipment responsibilities ▪ Working with our key contractors
Key responsibilities	<ul style="list-style-type: none"> • Implementation of marketing plans and assisting with day-to-day marketing tasks • Creating, uploading and scheduling blog posts, news stories, and social posts, as well as managing and responding to comments • Assisting with creating/editing website content (i.e. case studies, blog posts, news stories) using our website CMS • Creating email campaigns • Using design software to create graphics and other creative assets • Developing collateral; in conjunction with relevant agencies and internal teams • Event management support • Providing general marketing assistance including raising purchase orders, managing image libraries, scheduling meetings, managing collateral libraries and monitoring collateral stocks

<p>Knowledge, skills and qualifications required</p>	<p>Essential:</p> <ul style="list-style-type: none"> ▪ Excellent communication skills with the ability to write engaging copy ▪ Excellent organisational skills ▪ Excellent attention to detail ▪ Ability to work using own initiative ▪ Ability to manage and prioritise a busy workload and work under pressure ▪ A willingness to learn about, engage with and support our efforts to become a more diverse, inclusive and equitable organisation.
	<p>Desirable:</p> <ul style="list-style-type: none"> • A marketing qualification • Digital marketing experience/knowledge including experience of using content management systems, Hootsuite, Orlo and email marketing software • Experience using design and basic video editing tools such as Photoshop, InDesign, Canva and Biteable