



## Job Description

<b>Role Title</b>	<b>Marketing and Communications Assistant</b>
<b>Job Family &amp; Category</b>	<b>Job family:</b> Marketing and Communications <b>Category:</b> Assistant
<b>Team</b>	Marketing Communications
<b>Line Manager</b>	Campaigns and Brand Manager
<b>New/ Existing Role</b>	Existing
<b>Perm/ Fixed Term</b>	Permanent
<b>Resource and Management Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ <b>Budget/ Equipment Responsibilities</b> – Raising purchase orders and keeping track of spend.</li> <li>▪ <b>People Responsibilities</b> – No line management</li> <li>▪ <b>Contractor Responsibilities</b> – Working with creative agencies or freelance</li> </ul>
<b>Job purpose</b>	To provide assistance to digital, content and PR teams across the marketing and communications team with an additional focus on supporting campaigns and brand work.
<b>Key responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Providing general administrative assistance including raising purchase orders, scheduling and organising meetings.</li> <li>▪ Managing project timelines and deadlines – booking appointments, liaising with external agencies, gathering and managing feedback on creative assets from internal stakeholders.</li> <li>▪ Assisting with creating/editing/uploading website content using our website content management system (for example, case studies, blog posts, news stories).</li> <li>▪ Supporting with monitoring and responding to enquiries via social media and shared email mailboxes.</li> <li>▪ Writing content for email newsletters and campaigns.</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> </ul>

	<ul style="list-style-type: none"> <li>▪ A willingness to learn about and support our efforts to become a more diverse, inclusive, equitable and sustainable organisation.</li> </ul> <p><b>Impact description</b></p> <p><b>Within one month, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Start to learn the brand guidelines.</li> <li>▪ Start to learn our CMS system.</li> <li>▪ Learn ways of working of the team.</li> <li>▪ Start to learn design software.</li> </ul> <p><b>Within three months, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Start to give brand guidance to wider business.</li> <li>▪ Begin supporting with monitoring and responding to enquiries via social media and shared email mailboxes.</li> <li>▪ Write content for email newsletters and campaigns.</li> <li>▪ Develop collateral with internal and external stakeholders.</li> </ul> <p><b>Within six months, you will:</b></p> <ul style="list-style-type: none"> <li>▪ Manage brand enquiries from internal and external stakeholders.</li> <li>▪ Start to take ownership of brand projects within the team with support of line manager.</li> </ul>
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<p><b>Knowledge, skills and qualifications required</b></p>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable organisational skills and good admin skills, with the ability to keep track of multiple requests, deadlines and projects at the same time.</li> <li>• Ability to manage and prioritise a busy workload and multi-task.</li> <li>• Experience of using the full Microsoft Office package, including diary management.</li> <li>• Demonstrable attention to detail, and ability to receive, interpret and follow instructions accurately.</li> <li>• Ability to communicate with stakeholders including external designers and colleagues across the business.</li> <li>• Writing skills, with some experience of writing, proofing and editing accurate and engaging copy for a different audiences and formats.</li> <li>• Ability to work using initiative and independently find solutions.</li> </ul>
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**Desirable:**

- A marketing or communications qualification or previous experience in a marketing role.
- Some experience of using content management systems, for example WordPress, Hootsuite, Orlo and email marketing software.
- Experience using design and basic video editing tools such as Photoshop, InDesign, Canva and Biteable (this could be in your personal life e.g. blogging or social media).
- Experience using finance software (e.g. purchase order raising software).