



## Job description

Role title	<b>Marketing communications assistant</b>
Job family & category	<b>Job family:</b> Marketing and communications <b>Category:</b> Assistant
Team	Marketing Communications
Line manager	Marketing communications manager
New/ Existing role	Existing
Perm/ Fixed term	FTC – till 16 April 2025
Resource and management responsibilities	<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 and other external suppliers.</li> </ul>
Job purpose	To provide project management, administrative, marketing and content creation support to the marketing team in Scotland.
Key responsibilities	<ul style="list-style-type: none"> <li>▪ Support with the implementation of marketing plans and assisting with day-to-day marketing tasks.</li> <li>▪ Providing general administrative assistance including raising purchase orders, managing image libraries, managing collateral libraries and monitoring collateral stocks.</li> <li>▪ Managing project timelines and deadlines – liaising with external agencies and gathering and managing feedback on creative assets from internal stakeholders.</li> <li>▪ Assisting with creating/editing/uploading website content using our website content management systems (for example, case studies, blog posts, news stories).</li> <li>▪ Supporting with social media monitoring and responding to enquiries via social media and shared email mailboxes.</li> <li>▪ Writing content for example for email newsletters, social media posts, blogs and case studies.</li> <li>▪ Using design software to create graphics and other creative assets.</li> </ul>

- Working with brand guidelines and developing collateral with creative agencies and internal teams.
- Event management support.
- A willingness to learn about and support our efforts to become a more diverse, inclusive, equitable and sustainable organisation.

**Impact description**

**Within one month, you will:**

- Start to learn the brand guidelines.
- Start to learn our CMS systems.
- Start to learn design software.
- Start to understand our processes.

**Within three months, you will:**

- Begin supporting with monitoring and responding to enquiries via social media and shared email mailboxes.
- Write copy and create content for social media, websites, email newsletters and campaigns.
- Develop collateral with internal and external stakeholders.
- Support the marketing executives and marketing manager to deliver projects to achieve marketing plan objectives.

**Within six months, you will:**

- Start to take ownership of projects within the team with support of line manager.

**Knowledge, skills  
and qualifications  
required**

**Essential:**

- Demonstrable organisational skills and good administration skills, with the ability to keep track of multiple requests, deadlines and projects at the same time.
- Ability to manage and prioritise a busy workload and multi-task.
- Demonstrable attention to detail, and ability to receive, interpret and follow instructions accurately.
- Ability to communicate with stakeholders including external designers and colleagues across the business.
- Writing skills, with some experience of writing, proofing and editing accurate and engaging copy for a different audiences and formats.
- Ability to work using initiative and independently find solutions.

**Desirable:**

- A marketing or communications qualification or previous experience in a marketing role.
- Some experience of using content management systems, for example WordPress, Drupal, Sprinklr 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 eg blogging or social media).
- Experience using finance software (eg purchase order raising software).
- An interest in decarbonisation, climate change and sustainability.

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