

**Job Description**

|  |  |
| --- | --- |
| Job Title: | Marketing Assistant |
| Reporting to: | Marketing & Communications Manager |
| Responsible for: |  |
| Step/Grade: |  |

**Purpose of role:**

|  |
| --- |
| The Marketing Assistant (Apprentice) will support the Marketing & Communications team in promoting SS&L’s courses, workshops and learner success stories. The role focuses on assisting with content creation, social media management, digital communications, and supporting wider marketing activities - especially within Community Learning.  This is a developmental role, and the successful candidate will gain valuable experience and training across a range of marketing functions while completing a Level 3 Marketing Assistant Apprenticeship (Multi-Channel Marketer). |

**Main Duties:**

|  |
| --- |
| **Content Creation & Digital Marketing**   * Support the development of creative content across digital platforms (social media, website, blogs, etc.) * Assist with written content creation, including learner success stories and course descriptions * Take photographs and short videos (with training and support) to help tell authentic learner stories * Ensure appropriate permissions and copyright are obtained and documented * Help maintain and update website content through the Content Management System (CMS) * Support email marketing campaigns using standard templates and tools * Help monitor social media activity and respond to queries where appropriate   **General Marketing Support**   * Assist in the creation and formatting of marketing materials (flyers, posters, presentations) using templates. * Support the planning and delivery of marketing activities and events, including open days and recruitment events. * Liaise with teams across SS&L to gather content ideas and promote internal initiatives * Contribute ideas to improve reach, engagement and storytelling approaches across SS&L channels. * Ensure consistency with SS&L brand and tone of voice. |

**Mandatory Duties:**

|  |
| --- |
| * Commitment to promoting Equal Opportunities. * Commitment to the safeguarding and welfare of SS&L learners and staff. * Undertake such additional duties as may be reasonably required commensurate with the level of responsibility within the Company. |

**Person Specification:**

|  |  |
| --- | --- |
| 1. Key Competencies | |
| * Creative thinker with an interest in visual and written storytelling. * Ability to work both independently and as part of a team. * Strong attention to detail and quality in content creation. * Ability to manage time effectively and meet deadlines. * Willingness to learn new tools, platforms and techniques. * Strong written and verbal communication skills. * A genuine interest in marketing and digital media. | |
| 2. Work Experience | |
| Essential | Desirable |
| * Some experience of creating content (e.g. through education, social media, personal projects or volunteering). * Basic understanding of social media platforms (e.g. Instagram, Facebook, LinkedIn. * Experience using Microsoft Office. | * Photography or basic video skills. * Experience of using Adobe Creative Cloud. * Experience in a customer-facing, education or marketing-related setting. |
| 3. Qualifications & Skills | |
| Essential | Desirable |
| * GCSE English (A-c/4-9) or equivalent. * Basic ICT skills and ability to learn new systems. * Willingness to work towards a Level 3 Marketing Assistant Apprenticeship. | * GCSEs in Media, IT, Business or ART. * Driving licence and access to own transport. * Interest in progressing to a permanent marketing role post-apprenticeship. |
| 4. Personal Qualities and Other | |
| Essential | Desirable |
| * Organised, enthusiastic and self-motivated. * Willing to develop and improve continuously. * Confident communicator who enjoys engaging with others. * Able to travel across Somerset as required (expenses covered). * Brings ideas and enthusiasm to marketing activities. |  |