

**Job Description**

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

**Purpose of role:**

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| 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:**

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| **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.
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**Mandatory Duties:**

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| * 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.
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**Person Specification:**

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| 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.
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| 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.
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| 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.
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| 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.
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