



## JOB DESCRIPTION

<b>Post:</b>	Website & Digital Content Assistant
<b>Responsible to:</b>	Head of Marketing and Communications
<b>Salary:</b>	£20,477 - £22,807 per annum Scale 4 Points 21 - 24 Full Time, 52 Weeks
<b>Conditions of Service:</b>	Truro & Penwith College
<b>Main Purpose of Job:</b>	<p>To assist the Head of Marketing and Communications and SMT in marketing and engagement activities with a responsibility for the Truro and Penwith College website.</p> <p>To assist and support the Publicity and Marketing team in maintaining the reputation and high standard of the College.</p> <p>To assist and support the Publicity and Marketing team in ensuring an accurate and positive focus on student and staff recruitment through website content, design and user experience.</p>
<b>Specific Duties:</b>	<p>To audit and maintain the standard, accuracy and consistency of all website information and content to ensure the College's high standards are reflected.</p> <p>To plan and design effective landing pages and posts using a Content Management System and assist in curating and creating content to populate new and existing web pages.</p> <p>To liaise with support and teaching colleagues to process and ensure all course information and content is up to date and linked to Management Information Systems.</p> <p>To continually monitor website analytics and use SEO to help improve the user experience.</p> <p>To assist and engage in the continued development of the website and digital marketing platforms both internally and externally.</p> <p>Ensure all content is within web legislation and accessibility laws.</p>

Update and maintain CRM lists, domain registration and ensure GDPR compliance where appropriate.

To assist in gathering, approving, creating and cataloguing content using relevant software such as the Adobe Creative Suite and including copywriting, photography, digital design and filming for inclusion across College marketing materials.

Assist in monitoring social media, responding efficiently and effectively to public interactions.

To assist in the success of College Open Events including set-up and attending the events and engaging positively and gathering content with a focus on recruitment.

To attend external college events, schools' events and shows as a public-facing, knowledgeable and positive representative of the College.

To undertake general marketing office administration tasks as required.

**General Requirements:** As a member of staff the post-holder will be required to further the agreed aims of the College by participating fully in the following:

The first six months of your employment will be a probationary period, during which your suitability for the position to which you have been appointed will be assessed

To participate in the scheme for appraisal and review of performance adopted by the College.

The provision of a high quality environment for student learning and associated activities.

Student Welfare and Support Services.

To be responsible for promoting equality and diversity in line with College procedures.

The development of a flexible and responsive institution.



To act responsibly in using resources including contributing and complying with efforts and initiatives to reduce carbon emissions.

To maintain the highest standards of professional behaviour at all times (including compliance with the staff Code of Conduct), with a positive and student focused approach.

College Promotional and Marketing Activities.

The safe and appropriate use of College equipment, premises and property.

Health and Safety Procedures as laid out in the College Health and Safety Policy.

Staff Development Activities.

General College Developments.

All members of staff must be prepared for changes in their responsibilities and work.

The postholder will also be required to undertake such other tasks as the Principal from time to time may determine.

All members of staff are required as part of their duties to accept responsibility for safeguarding, Prevent and promoting the welfare of children and vulnerable adults.

## PERSON SPECIFICATION

### MARKETING ASSISTANT – WEB & DIGITAL

Ideally, the person appointed will have the following skills and experience:

- Relevant marketing qualifications and/or experience.
- The ability to work positively with students of all ages
- Good content creation skills including photography, copywriting and proof reading
- Excellent communication skills and be IT competent
- Excellent IT skills; including MS Office, Adobe Creative Suite, CRM systems and Databases
- Excellent competence in systems and content for web and digital with understanding of Content and Information Management Systems and computer programming language
- Proven experience of using WordPress and Google analytics essential.
- Excellent communication and inter-personal skills and able to liaise with both technical and non-technical colleagues to gain understanding of website requirements and how they can be implemented.
- Excellent organisational and administrative skills
- Competence in visualising solutions
- Excellent social media skills and knowledge
- The ability to work positively with a cheerful disposition
- Willingness to work flexibly in the evenings or occasionally at weekends

The College is registered with the Disclosure and Barring Service and the successful applicant will be required to apply for a Disclosure at the enhanced level. If you apply for a job with vulnerable people when you know you are on a barred list you could be fined or face a prison sentence.

Truro and Penwith College is committed to ensuring a culture of valuing diversity and ensuring equality of opportunities.