



JOB DESCRIPTION

Post:	MARKETING ASSISTANT
Responsible to:	HEAD OF MARKETING AND COMMUNICATIONS
Salary:	£19,358 - £20,615 per annum/pro rata Scale 3 Points 17- 20
Conditions of Service:	Truro & Penwith College
Main Purpose of Job:	<p>To assist the Head of Marketing and Communications and SMT in marketing and engagement activities.</p> <p>To assist and support the Publicity and Marketing team in maintaining the reputation and high standard of the college</p>
Specific Duties:	<p>To undertake general office administration tasks as required.</p> <p>To assist in gathering, creating and cataloguing content including copywriting, student and staff stories, press releases, photography and filming for inclusion across College marketing materials and channels both offline and online.</p> <p>Updating information and content across traditional and digital channels to ensure accuracy and keeping a close eye on content and social media, responding efficiently and effectively to public interactions.</p> <p>Be a passionate advocate for content marketing and support the College's social media growth by keeping up to date with social media best practise and content marketing techniques, particularly aimed at key audiences.</p> <p>Proof reading support for all College literature, fostering a high and unified standard for all publicity material and presentations.</p> <p>Supporting the Head of Marketing and Communications to ensure event and engagement resources are current and well-stocked.</p> <p>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.</p> <p>To attend external college events, schools' events and shows as a public-facing, knowledgeable and positive representative of the College.</p> <p>Supporting the College's school liaison programme and taster days.</p>

General Requirement:

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

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
- Excellent inter-personal skills
- Excellent communication skills
- Excellent organisational skills
- Excellent content creation skills
- Excellent writing skills
- Good IT skills; including MS Office, Adobe Creative Suite, CRM systems and Databases
- The ability to liaise successfully with colleagues within the College and Partner Schools
- Sound administrative experience
- Willingness to work flexibly in the evenings or occasionally at weekends
- Cheerful disposition
- Clean and valid driving licence

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.