



Marketing Communications Assistant - job description

POSITION OVERVIEW

Department	Marketing
Location	Devon House, St Katharine Docks
Term	Full-time; permanent
Salary	£22,500-£25,000 per annum, depending on experience
Benefits	Generous benefits package including 25 days holiday allowance (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Start	1 June 2021
Reports to	Head of Marketing

The Marketing Communications Assistant will support the Head of Marketing in the development and delivery of the College's marketing content and communications plan. You will work as part of a small marketing team and your role will be integral in supporting the development and execution of marketing plans for the College and integrating the brand across marketing communication vehicles.

MARKETING COMMUNICATIONS ASSISTANT JOB DESCRIPTION

You will be responsible for creating content and communications tailored to the College's target audiences (including prospective undergraduate, degree apprenticeship, and postgraduate students; employers, parents, current students, alumni and staff).

This is a content heavy role and is suited for someone who has a creative flair and a passion for writing. On occasion you will be expected to create content for blog posts, web pages and other communications with limited information and you will need to use your initiative to create this content. Alternately you may be provided with a significant volume of information and asked to abridge this into compelling and engaging marketing copy. You will also be responsible for collecting content from students to use on our social media channels, you will have freedom here to come up with ideas of how we can further push our brand among our target audience. There are marketing administrative elements to this role and you will have the opportunity to manage small projects under the supervision of the team.

The role will be based in our new campus at St Katharine Docks and is ideal for anyone looking to start or progress their career marketing content and communications. The marketing team will support you along the way providing training systems such as Hubspot and Wordpress and professional development opportunities.

DUTIES AND RESPONSIBILITIES

- Conceive, create, and collate marketing content through copywriting and imagery, and deploy across a range of digital and print channels, while adapting tone, style and content to ensure relevance and appeal to audience segments and appropriateness to channel
- Manage the development of the College's visual assets and creation and maintenance of an online visual assets library of photos and videos. (New NU platform)
- Project manage annual essay competition campaigns including launch, communications, events, coordinating prizes, marketing and catering.
- Coordinate with colleagues, students, third party suppliers and agencies to generate additional content relating to educational programmes and the College's offering (e.g. films, imagery, print materials, Tik Toks, blogs, etc.)
- Project manage the annual Philosophy certificate programme and support the development of the initiative in a way that support the College's goals
- Support Marketing Communications Officer with the creation of video content, video subtitling, and maintenance of the NCH Video library ensuring all videos are tagged and formatted correctly for a range of platforms.
- Manage regular and ad hoc direct marketing mail drops (prospectuses, postcards, posters, etc.)
- Maintain and develop the Colleges profiles and course listings on third party websites (What Uni, CUG, TSR, Reed, etc.)
- Support the Head of Marketing with the design and procurement of branded promotional material for the College

MARKETING COMMUNICATIONS ASSISTANT JOB DESCRIPTION

- Assist the admissions, recruitment and marketing teams with ad hoc events, campaigns, clearing, and communications as and when necessary, which may include evenings and weekends.

Other

- Undertaking other duties as assigned by management, and in the spirit of positive teamwork.
- Foster a positive work environment with a good team spirit, including the wider support teams, with student experience at the forefront of all efforts.

QUALIFICATIONS AND EXPERIENCE

Person specifications

- A positive attitude, strong work ethic, and adapt and solve problems (E)
- Good organisational skills, the ability to time manage and prioritise workload (E)
- Demonstrable ability to write engaging, articulate, fluent and grammatically correct communications tailored to different audiences (E)
- Skills in taking complex and voluminous information and summarising the key themes and points in brief, compelling, and easily understood prose (E)
- A critical understanding of visual communication and the ability to visualise or conceive photographic compositions to support and convey specific messages and ideas (E)
- An excellent undergraduate degree in the humanities or modern languages (E)
- Experience in marketing copywriting (D)
- Experience in content creation in a commercial environment (D)
- Experience of working with designers and brand guidelines to ensure creative assets and consistent and conform to brand standards (D)
- Proven ability to communicate and work with a wide range of personalities at all levels across various functions to achieve a desired outcome (D)

APPLICATION PROCESS

Applications should be made via [this link](#) by 20.00, 14th May. Please reference your application "MA0421". Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance

MARKETING COMMUNICATIONS ASSISTANT JOB DESCRIPTION

with the Immigration, Asylum and Nationality Act 2006. We are not able to provide Tier 2 Sponsorship for this role.