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| **Ref Number:** |  |
| **Job title:** | **Marketing Assistant** |
| **Division:** | **HR Connect** |
| **Contract:** | **Permanent and Full-Time** |
| **Responsible to:** | **Kent Teach Team Leader** |

**The Role**

A key focus of this exciting role is to establish a robust and all-encompassing digital marketing and social media solution aimed at enhancing the Kent-Teach and broader HR Connect services. The right candidate will prioritise top-tier customer service, punctual service delivery, and active engagement across the Kent-Teach website and our various social media platforms.

**Key Duties & Responsibilities:**

* Manage the day-to-day running of our social platforms, ensuring they are aligned

with the social media strategy; including copywriting and scheduling content across our various social media platforms.

* Engage with our followers across all platforms, responding to posts and comments in a timely manner.
* Gather and analyse marketing data to track the effectiveness of marketing efforts, using this information to generate reports and insights to inform marketing strategies and decision-making.
* Contribute to the development of marketing strategies to enhance brand visibility and achieve business goals.
* Collaborate with the wider HR Connect marketing team to create, execute, and manage marketing campaigns.
* Identify emerging trends and opportunities within the education sector to optimise marketing efforts.
* Monitor competitors and innovations in the education landscape and communicate these with the wider team. Adapting our marketing strategy and social media to remain the market leaders.
* Using commercial awareness and insight to proactively promote the services of the team to generate income.
* Create, manage and optimise online advertising campaigns, including Google Ads and social media advertising.
* Monitor and analyse website traffic, user behaviour, and conversion rates to make data-driven improvements.
* To review and continuously improve the social media strategy for Kent-Teach, ensuring it is adhered to. Develop and implement strategies to increase follower engagement and brand awareness. Develop and curate engaging and informative content for various marketing channels, including social media, blogs, email marketing, and the company website.
* Execute email marketing campaigns to engage with subscribers, promote services, and nurture leads.
* Analyse email marketing metrics and make recommendations for improvement.

**Further Responsibilities:**

* Ensure www.kent-teach.com is up to date and the user experience is seamless for candidates. Provide ideas and innovative strategies to remain ahead of our competitors.
* Assist schools and academies in the advertising of vacancies, particularly Headteacher vacancies via the use of microsites, including the design and creation of recruitment microsites.
* Attendance at recruitment fairs, promotional events, school/Governor meetings. (May require some work outside normal office hours, travel outside of Kent and the occasional overnight stay.)
* Support with general day to day admin, answering customer queries and providing technical assistance when required.
* Support the team with projects and marketing campaigns.
* Any other duties consistent in nature with those outlined above

**Health, Safety & Wellbeing Considerations**

There is no specific Health, Safety & Wellbeing considerations. This is an office-based job, with a requirement to attend customer sites – as necessary to support.

**Other duties:**

**Health and Safety:** Adhere to the corporate policy on Health and Safety at work as well as taking responsibility for Health and Safety within the area of your control.

**Equality and Diversity:** Work positively in an equal opportunity and diverse environment and respect the unique contribution of every individual.

**Environmental Awareness:** To support the organisation’s corporate Environment Policy by complying with relevant environmental legislation and carrying out your duties in an environmentally responsible manner.

**Person Specification**

The Person Specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Please be aware that your application will be measured against the criteria published below.

**\*Criterion to be assessed via:**

**A = application form**

**I = interview questions**

**T = test or presentation at interview**

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| **Qualifications / Training** | **Essential** | **Desirable** | **Assessed via\*** |
| Educated to GCSE A\*-C level, including Math’s and English, or NVQ2 or equivalent, and/or proven ability to deliver the requirements of the post. |  |  |  |
| Foundation Certificate in Professional Digital Marketing (or equivalent) |  |  |  |

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| **Experience** | **Essential** | **Desirable** | **Assessed via\*** |
| Experience of managing social media channels in line with a social media strategy. |  |  |  |
| Providing support to small scale and/or larger projects. |  |  |  |
| Communicating effectively with a range of different audiences. |  |  |  |
| Experience of working with schools and or multi-agency organisations. |  |  |  |
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| **Skills and Abilities** | **Essential** | **Desirable** | **Assessed via\*** |
| The ability to convey a message in short snappy headlines |  |  |  |
| Able to use photo editing software. |  |  |  |
| Excellent organisational skills, paying attention to detail and ensuring deadlines are met |  |  |  |
| Highly IT literate and some experience of Content Management Systems (CMS) and Google Analytics or a willingness to learn. |  |  |  |
| Excellent written and oral communications skills. |  |  |  |
| Excellent interpersonal and team-working skills with the ability to build and maintain effective working relationships. |  |  |  |
| Ability to collaborate and maintain close relationship with teams across the wider business to maximise reach of social media efforts and ensure consistency. |  |  |  |

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| **Knowledge** | **Essential** | **Desirable** | **Assessed via\*** |
| Knowledge of social media strategies and breaking social media trends. |  |  |  |
| An understanding of online content for the education space. |  |  |  |
| An understanding of digital and traditional advertising |  |  |  |

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| **Code of conduct**  We expect our employees to act professionally at all times both internally in the way we treat our colleagues and business partners and externally in the image we project to our customers and suppliers.  **We expect all our team members to:**   * **Be Caring** – about their colleagues, their customers and our business * **Make a Difference** – For tomorrow, do the right thing on a difficult day * **Be Empowered** – to give your best every day, be accountable, challenge in the pursuit of improvement * **Be Creative** – lead the way, be curious and passionate, have the freedom to thrive |

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| **Job Holder’s Signature:** |  | **Date:** |
| **Print Name:** |  | |
| **Line Manager’s Signature:** |  | **Date:** |
| **Print Name:** |  | |