

## Job Description: Marketing/Administrative Coordinator

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**ROLE:** Marketing/Administrative Coordinator

**SALARY:** H26, 0.453 FTE (term time +1 week)

**DEPARTMENT:** Leigh Academies Trust/IT & Marketing Services

**LOCATION:** Leigh Academies Trust HQ, Strood Academy, Rochester

**REPORTS TO:** Marketing Manager

**START DATE:** ASAP (Feb 2024)

### Overview

We are seeking a highly-motivated and enthusiastic Marketing/Administrative Coordinator to join the friendly and collaborative Marketing Services team in its goal to market LAT schools to parents, students, and talented staff. This role would be ideal for someone with strong organisational and communicative skills, with demonstrable experience in an administrative position. The successful candidate will have an eye for detail and, ideally, some appreciation of clean, modern design.

The successful candidate will liaise with customers (namely academies within the Trust, and other departments within the central Trust team) who submit their requests for Marketing, Web, Media (including photography & videography) and Design support from the team. They will assist with general day to day administrative support to complete smaller tasks as well as contributing to the delivery of larger scale projects in a timely manner. Joining a small but growing team of 8, they will contribute to team discussions and work collaboratively. They will have a passion for sharing ideas and applying their initiative to finding new and innovative ways to further support the team in the successful completion of customer requests.

### Responsibilities

- Review 'tickets' (requests from the wider Trust/academies) and provide polite and timely responses to customers.
- Log tickets from academy requests and send follow-ups/prompt emails where necessary.
- Provide administrative support for media requests.
- Assist with the scheduling of media bookings and project planning.
- Maintain media and marketing files (ensure photo and video files are filed correctly).
- Upload media content to LAT YouTube, 'Vimeo', and share with the Web team for upload.
- Upload images from academy 360 tours to our 360 image stitching software (following inhouse training) & share with academy for input prior to sharing with Web team for upload.
- Support the team in updating content on academy websites (following inhouse training where required) and social media platforms. Ensure all information published is accurate and up to date.
- Support with the setup and management (following inhouse training) of digital advertising campaigns, and provide updates to customers on the progress of their campaigns.
- Provide copy proofreading support where required to assist academies providing content to the Web & Design teams within the wider Marketing team.
- Produce small volumes of engaging copy to accompany social media and web content.
- Support with managing student images, paying close attention to data protection and parental consent.
- Provide support with academy signage requests - this may include visits to sites to obtain images of signage, ready for replacement designs to be produced by the Design team.
- Assist the customer service manager in maintaining quality customer service from the Marketing team; prompting colleagues to provide updates and responses to tickets where required.
- Update projects using 'SmartSheet' (following inhouse training) with team progress and provide updates to the IT Project Manager on request.
- Assist with other tasks as required to support the Marketing team.

### Person Specification

The successful candidate will need to meet the following requirements:

- Driving licence and own vehicle required, as occasional site visits to our academies may be necessary.
- Highly organised
- Excellent written and verbal communication skills
- Attention to detail and accuracy
- Ability to prioritise
- Able to respond proactively to daily issues in a timely manner
- Comfortable working both individually and as part of a team
- Comfortable with communicating with people at all levels of seniority
- Excellent numerical and literacy skills in order to undertake a range of tasks
- Google or Microsoft office experience - especially confident using spreadsheets
- Finance experience (desirable)
- Substantial experience in an administrative role
- Experience with systems and processes
- Experience or an understanding of procurement processes (desirable)
- Administration experience in the private sector (desirable)
- Experience using social media platforms from a business perspective (desirable)
- Experience updating websites/using WordPress (desirable, although training will be provided)
- Experience of being able to consistently organise and manage own work to high standards with diligent attention to detail and within strict time limits, apply problem-solving approaches in a fast paced unpredictable, and pressured environment often with frequent interruptions and competing pressures
- Able to maintain self-motivation, remain calm and resilient and maintain concentration under pressure with the ability to absorb and assess information quickly
- Able to consider the needs of others, act with impartiality, integrity, and empathy; promote equality and diversity
- Experience of taking responsibility for own actions, work in a team flexibly and contributively, adapting and responding positively to change
- English GCSE Grade C or above
- 2 A Levels Grade C or above or equivalent

### Notes

The above duties are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment. The job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so construed.

This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and may be subject to modification or amendment at any time after consultation with the holder of the post.

The duties may be varied to meet the changing demands of the academy at the reasonable discretion of the IT Director. This job description does not form part of the contract of employment. It describes the way the post-holder is expected and required to perform and complete the particular duties as set out in the foregoing.