



JOB DESCRIPTION

POST TITLE	:	Marketing Assistant
SALARY	:	Up to £25,375
RESPONSIBLE TO	:	Content Lead
CLOSING DATE	:	Monday 22 June 2026
INTERVIEW DATE	:	Thursday 2 July 2026

Main Purpose of the Post

To provide marketing and administration support to the Marketing Team.

Responsibilities

1. Delivering administrative support across the Marketing Team
2. Updating the finance system and maintaining finance records
3. Liaising with internal and external stakeholders with the highest levels of professionalism and organisation
4. Overseeing projects including prospectus case study gathering and taking care of the logistical planning and execution of these e.g. correct rooms booked, regular communication with tutors and students with key information, last minute changes are communicated effectively.
5. Scheduling and co-ordinating photo and video shoots day to day and for projects
6. Assisting in gathering written learner, employer and staff case studies
7. Organise workflow for amends to course files on the Course Information System
8. Proactively supporting the Project Management Executive
9. Creating written and image-based assets to support the delivery of campaign objectives
10. Involvement in developing key campaigns focused on recruitment growth
11. Ensuring students consent forms are collected, filed and maintained to the highest standards in record on our system
12. Maintaining the internal filing system



13. Showing willingness to be innovative in the delivery of an outstanding support service
14. Demonstrating critical thinking to ensure processes are completed with maximum efficiency
15. To undertake some invigilation duties during exam periods
16. To assure full compliance within the Department and more broadly across the College with key policies, notably Single Equality, Health and Safety and Safeguarding
17. To carry out such other duties as the Principal may reasonably require.

HOURS:

37 hours per week. A flexible approach to the working hours is required, in line with the needs of the College.



PERSON SPECIFICATION

POST: Marketing Assistant

DIVISION: Marketing

<u>QUALIFICATIONS</u>	Essential (E)/ Desirable (D)	To be identified by:
1 Educated to degree level or above in a relevant subject area (i.e. Marketing/Advertising/English)	D	Application form
<u>KNOWLEDGE/SKILLS</u>		
1 Extremely organised and able to work well under pressure	E	Application form/ Interview
2 Excellent organisation and planning skills	E	Application form/ Interview
3 Excellent written and oral communication skills	E	Application form/ Interview
4 Ability to present statistical data	D	Application form/ Interview
5 Confident in a wide range of software packages	E	Application form/ Interview
6 Proactive approach to work	E	Application form/ Interview
7 Awareness of Safeguarding Legislation	D	Application form/ Interview
<u>EXPERIENCE</u>		
1 Experience prioritising work to deadlines, using their initiative and having a positive attitude	E	Application form
2 Experience of working within an administrative role	D	Application form/ Interview
3 Experience of photography and/or videography	D	Application form/ Interview

PERSONAL

1	Excellent attention to detail	E	Interview
2	Innovative, creative and flexible mind set	E	Interview
3	Good team working skills and commitment to team working	E	Application form/ Interview
4	A commitment to ongoing professional development	E	Application form/ Interview
5	Enthusiasm for the role of further education in building and changing lives	E	Application form/ Interview

STANDARD COLLEGE REQUIREMENTS

1	Commitment to College's Single Equality and Health & Safety Policies	E	Interview
2	The College is committed to safeguarding and expects all staff to share that commitment	E	Application form/ Interview/DBS/ References
3	Regular and Reliable Service (the College does not wish to appoint individuals with a high sickness record where there is no underlying medical reason)*	E	References/Occupational Health Assessment

**Note this does not affect any individual's rights under the Equality Act. The College wishes to promote the recruitment of disabled staff and would endeavour to make reasonable adjustments where practical. Disabled applicants who meet the essential criteria will be guaranteed an interview.*