



Job Description

Job Title:		Digital Marketing Assistant			
JE Code:	A5171	Evaluation:	345 points	Grade:	N3
Date:	November 2022		Status:	Final	
Responsible to:		Head of Digital			
Responsible for:		n/a			
Job purpose:		To support the provision of high quality and professional Digital Marketing services to all stakeholders			

Main responsibilities

The following is typical of the duties of the post-holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

1. Review monitor and analyse online activity across all trust schools.
2. Use digital tools to measure and evaluate the success of digital marketing activities.
3. Understand and create basic analytical dashboards using appropriate digital tools, for example Google Analytics.
4. Respond to enquiries using online and social media platforms.
5. Provide assistance in building and implementation of digital campaigns across a variety of digital media platforms.
6. Analyse and contribute information on the digital environment to inform digital communication campaigns.
7. Maintain content for the Trust's Websites and Intranet.

Trust responsibilities

1. Work to fulfil the vision and values of the trust.
2. Assist in maintaining a healthy, safe and secure environment and act in accordance with the trust's health and safety policies and the school's/central team's health and safety procedures.
3. Promote and implement the trust's equality and diversity policy in all aspects of employment and service delivery.

4. Promote and safeguard the welfare of children and young people s/he is responsible for, or comes into contact with, in accordance with the trust's safeguarding policy and school's child protection policies and protocols.
5. Assist in ensuring the trust's responsibilities to protect personal data and to share information as a public authority are implemented effectively.
6. Participate in appraisal, training and development and other activities that contribute to performance management.
7. Attend and participate in regular team and 1:1 meetings.