  

 **Job Description**

 **Permanent Marketing and Admissions Assistant**

 **(Degree Apprenticeship in Digital Marketing)**

**Reports to:** Admissions, Marketing & Engagement Manager

**Pay Scale** SFCA Support Staff pay scale Points 3-6, £22,312\* with pay increments each year\*\*

**Hours of Work:** Full time (37 hpw), full year. There will be some flexibility required in the evenings to fulfil the duties of the role.

 \*Pay award pending.

 \*\*Subject to successfully passing each year of the course.

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**Key purpose of role:**

The post holder will provide support to the Admissions, Marketing & Engagement Team. The role requires creativity, strong communication skills, attention to detail, and an ability to work both independently and as part of a team.

**Main responsibilities:**

Working under the guidance of the Admissions, Marketing & Engagement Manager:

1. Support key events including Open Days, Information Evenings, Taster Day, New Parents Evenings, Extend, HE Evenings, events in local high schools and supporting with bespoke tours/visits.
2. Design and produce creative and inspiring marketing materials and support with other marketing/admissions administration including updating the prospectus, leaflets, photo boards and display materials around the college campus. Ensure materials are visually appealing, professional, and reflect the College’s branding and values.
3. Assist with digital media content creation and multimedia campaigns including filming, editing and creating content for TikTok, Instagram, X, LinkedIn, College website and other marketing and engagement platforms.
4. Attend College and school events and be responsible for responding to student and parent enquires at such events.
5. Creating and updating for the East Norfolk website for news and other amendments such as for entry requirements and course changes.
6. Conduct surveys and analyse data on prospective students' needs, trends, and preferences and monitor the effectiveness of marketing campaigns and make recommendations for improvements.
7. Assisting with media relations and coverage including the use of X, Facebook, Instagram and other social networking tools.
8. Collect testimonials and stories from current students and alumni to feature in marketing materials and help maintain positive relationships through outreach and engagement initiatives.
9. Supporting the delivery of the activity camps that take place during school holidays throughout the year.
10. Any other reasonable duties within own scope of competence and knowledge as directed by the line manager or Principal.

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***All employees have a duty for safeguarding and promoting the welfare of children and young persons and must have due regard to the need to prevent people from being drawn into terrorism. Staff must be aware of the College’s procedures for raising concerns about children's welfare and must report any concerns to the Designated Safeguarding Lead without delay. Staff must also ensure they attend the appropriate level of safeguarding children training identified by the College as relevant to their role.***

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**The post holder will also:**

1. Contribute to the College’s Quality Assurance processes as required.
2. Participate in the College’s Staff Appraisal Scheme as required and attend training and development as appropriate to the role.
3. Work within the guidelines and policy and procedure requirements laid down by College policies in such matters as Safeguarding, Health and Safety, Risk Management and Equality and Diversity.
4. Demonstrate day to day commitment to the College’s Core values of Excellence, Care, Diversity and Integrity.
5. The post holder will be required to carry out such reasonable additional duties as may from time to time be determined by the College Principal.
6. This job specification is subject to annual review by the line manager. Any changes in substance or interpretation will only be implemented after consultation with the post holder.

**Health and Safety Responsibilities of all staff:**

1. Under the Health and Safety at Work etc. Act 1974 it is the responsibility of all individual employees to take care of their own health and safety at work, and that of others who may be affected by their acts or omissions at work. This includes co-operating with management in complying with health and safety obligations, particularly by reporting promptly any defects, risks or potential hazards.
2. Report any incidents, accidents and near misses to line manager in accordance with EN Policy.
3. Ensure that personal protective equipment (PPE) provided for his/her safety is maintained and used appropriately and that any problems are reported immediately to his/her line manager.
4. Report any health concerns to line manager or HR team which may be work related or which may affect his/her ability to do their job safely.
5. Attend all statutory and essential H&S training as designated by the line manager.
6. Comply with College and departmental H&S procedures relevant to his/her particular area and systems of work including emergency procedures.

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| **Signed (postholder)** |  |
| **Date** |  |

**PERSON SPECIFICATION:** Marketing and Admissions Assistant (Degree Apprenticeship)

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| **CRITERIA**  | **ESSENTIAL** | **DESIRABLE** | **Assessed** **From:** |
| **QUALIFICATIONS/****TRAINING** | 96 UCAS Tariff points equivalent to 3 A levels at grades C or above. Equivalent UCAS Tariff points also accepted from BTEC Level 3 Diplomas and Access to HE Diplomas. Minimum of 5 GCSEs including Maths and English at grade C / 4 or above. | Driving licence, willingness to drive for work and access to a vehicle | ApplicationCertificates |
| **KNOWLEDGE/****UNDERSTANDING** | Understanding of Inclusion and Safeguarding  Understanding of professional boundaries including the importance of working with sensitive and highly confidential information | Knowledge or understanding of business studies or marketingKnowledge or understanding of working or volunteering in an educational environment.  | Application InterviewReferences |
| **EXPERIENCE** |  | Experience of marketing or design | ApplicationInterviewTestReferences |
| **SKILLS/ABILITIES** | Able to work accurately and quickly using IT systems with a focus on attention to detailAbility to remain calm and effective under pressureAbility to professionally represent the College at external events as required | Photography skills and editing of imagery through appropriate software e.g. Photoshop or InDesign | ApplicationInterviewReferences |
| **ATTRIBUTES** | Commitment to promoting Equality and Diversity and the core values of the CollegeCommitment to high standards of customer serviceSupportive team player who enjoys effective collaboration with colleaguesWilling to play a part in the wider life of the College communityWilling to set up marketing materials including College stands and able to perform the physical duties associated with this | A natural enthusiasm for and interest in marketing, PR or promotion and its application in the education sector | InterviewReferences |