

Job Description

Job Title: Marketing Assistant (Maternity Cover)

Location: Inspiration Trust Central Services

Job title	Marketing Assistant (Fixed Term until 9th March 2026)
Salary Scale	Scale D
Hours of Work	Full time - 37 hours per week
Weeks Worked	52 weeks – full year Fixed Term Maternity Leave cover
Responsible to	Senior Marketing Officer
Location	Inspiration Trust Central Services (Hewett Academy)

Main purpose of the role

- To provide excellent administrative and clerical support to the Marketing Team.
- To support innovation and project work within the Marketing team

Organisational relationships

- Responsible to the Senior Marketing Officer
- Direct liaison with a range of stakeholders including Inspiration Trust staff, Governors Academy Committee members, contractors, and visitors.

Principal accountabilities and responsibilities

Administration duties	<p>Supporting all elements of Marketing administration</p> <ul style="list-style-type: none"> • To undertake a range of administrative duties using relevant technology • Ensuring Equality, Diversity and Inclusion are embedded in all activities • To offer a professional and courteous service to all stakeholders • To respond promptly and efficiently to all enquiries • Ensuring exceptional attention to detail • To support in the creation of press releases, web updates, social media content, photography and design • Fact check and proof read • Monitor, collate, compile marketing data • To monitor and respond to / mark up emails in the functional mailbox • Support in managing social media pages • To undertake any other duties of an administrative nature and any other duties that are within the scope of the post as determined by the Line Manager • An interest and passion for marketing
Organisation	<ul style="list-style-type: none"> • To ensure that deadlines are met • To ensure the accuracy of all information • Organising and prioritising own work to the successful achievement of targets and objectives • Demonstratable problem solving skills and willingness to learn
Safeguarding	<ul style="list-style-type: none"> • To commit fully to the safeguarding agenda.

Communication	<ul style="list-style-type: none"> • To act as a role model for the department • Provide a customer-focused service to colleagues. Responding promptly to queries received. • To maintain own mailbox efficiently. • To maintain excellent communication with stakeholders.
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Employee commitments

All employees will commit to the following key areas:

- [The vision, values and key principles of the Trust](#)
- [Equality, Diversity and Inclusion](#)
- In any way possible, in accordance with the role, support students to achieve their potential
- In any way possible, in accordance with the role, improve standards of education
- [Support the inclusion agenda](#)

Performance Management

Participating in the Trust's arrangements for performance management, professional development and the Trust's arrangements for quality assurance and internal verification.

Context

All staff are part of the whole Trust team. Each individual is required to support the values and ethos of the Trust and Trust priorities as defined in the Trust Improvement Plan. This will mean focusing on the needs of colleagues, parents and students and being flexible in a demanding environment.

Miscellaneous

To undertake any further tasks which could be reasonably expected by the Trust. The Data Protection Act 2018 renders an individual liable for prosecution in the event of an unauthorised disclosure of information. The post is one that carries responsibility for the wellbeing and welfare of children and the post holder should be aware of this and the need to act accordingly. The Trust will endeavour to make any necessary reasonable adjustments to the job and the work environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

It is a requirement of the post holder to make positive efforts to maintain their personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice. The post holder is also required to be aware of and comply with policies on health and safety.

This is an Equal Opportunities post and is in accordance with the Trust's Equality and Diversity Policy. This job description can be altered, with the agreement of the post holder and will be reviewed on an annual basis. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the Trust in relation to the post holder's professional responsibilities and duties.

The Inspiration Trust is committed to protecting the welfare of children and young people. Due to the nature of this role, it will be necessary for the appropriate level of DBS (Disclosure and Barring Service)

to be undertaken. It is essential you to disclose whether you have any pending charges, convictions, bind-overs or cautions and if so, for which offences. This post will be exempt from the provisions of Section 4, (2), of the Rehabilitation of Offenders 1974 (exemptions) (Amendments) Order 1986. Therefore, you are not entitled to withhold information about convictions which for other purposes are “spend” under the provisions of the Act.

Person Specification	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Good numeracy and literacy skills/GCSE (or equivalent) Maths and English grade 5 or above 	<ul style="list-style-type: none"> • Will have experience in a similar role or qualified to level 5 • Marketing Degree
Experience	<ul style="list-style-type: none"> • Strong written and verbal skills • Social media proficiency • Experience of dealing with high volume, deadline driven requests in a calm, diplomatic and persuasive manner • Fully competent with Microsoft Office 365 and using IT packages relevant to the role • Strong numerical reasoning ability • Experience in communicating at all levels of the organisation 	<ul style="list-style-type: none"> • Experience of working in an education setting • Administration experience in a busy office • Adobe/InDesign/Photoshop/Canva experience
Skills, Knowledge	<ul style="list-style-type: none"> • Excellent attention to detail. • Ability to work on own initiative • Able to build good working relationships with stakeholders. • Ability to work constructively and flexibly as part of a team • Ability to work well under pressure. • Ability of demonstrate a professional, confident and ‘can do’ attitude • Can meet deadlines by effective planning and time management • Calm and courteous approach • Good communication skills, both written and spoken 	<ul style="list-style-type: none"> • Passion for marketing in an education setting • Knowledge and behaviours that support diversity, equality and inclusive practice. • Driven to continually improve service provided

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Signature

Date