



## JOB DESCRIPTION

<b>POST:</b>	<b>Marketing Apprentice</b>
<b>WORKING HOURS:</b>	<b>37 hours a week, 52 weeks a year</b>
<b>GRADE/SALARY:</b>	<b>£10,500</b>
<b>DATE:</b>	<b>August 2017</b>
<b>PURPOSE OF THE POST:</b>	<b>To play a supportive, administrative role in successfully delivering the operational plans of the department. To support all members of the team in the promotion of the College and its offerings to a wide audience via relevant media and activities.</b>
<b>RESPONSIBLE TO:</b>	<b>Head of Marketing &amp; Communications</b>

### Specific duties will include:

1. To support the production of a range of print and electronic prospectuses and promotional materials, aimed at a variety of audiences to include students, parents, media, adult learners and others.
2. To source and maintain relevant electronic databases of contacts for use in distribution of campaigns, materials, PR, alumni and other.
3. To organise and attend meetings, taking minutes and noting action points where agreed.
4. To carry our administrative tasks that include: diary management and making appointments, booking rooms, answering the telephone and managing group mailboxes.
5. To book relevant print and electronic media for advertising campaigns.
6. To book photographers to record key events, to research other imagery and to maintain the department's image library.
7. To complete and record all necessary financial and administrative paperwork, to track expenditure and to maintain accurate references for all department projects.
8. To play an active role in the successful organisation of Open Days and other key College events.
9. To assist in research projects and the production of reports for both the marketing and development teams.
10. To undertake any other duties, commensurate with the grade of the post, that may be reasonably required.

**The Postholder will:**

- Give a high profile to equality of opportunity in all areas of activity, including compliance with the Equality Scheme.
- Aim to provide a safe and secure environment for all our students in compliance with our Safeguarding Learners – Child and Vulnerable Adult Protection Policy.
- Participate in the agreed scheme for staff development, training and appraisal and be committed to continuous personal and professional development.
- Carry out all duties with due regard to Health and Safety Regulations.
- Ensure compliance with the Financial Regulations of the College
- Ensure compliance with the College Computer & Telecommunication Systems regulations, policies and procedures.
- Notify Human Resources of any changes in personal details, e.g. a change of name or address, car registration number, telephone number, next of kin/emergency contact details, etc.

*This job description is current at the date shown but in consultation with the post-holder it is liable to variation to reflect or anticipate changes related to the job.*

Signature of post-holder: \_\_\_\_\_ Date \_\_\_\_\_

## PERSON SPECIFICATION

**JOB TITLE: Apprentice Marketing Assistant**

**POST NO: xxxx**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>EDUCATIONAL QUALIFICATIONS/ ATTAINMENTS</b>	Good general education (esp. English and Maths)	Marketing, Business or Communications qualification(s)
<b>EXPERIENCE REQUIRED</b>	Experience of working in an administrative role within a busy department.	Interest and experience in marketing, PR, design or related areas.
<b>SPECIAL KNOWLEDGE OR TRAINING</b>	Extremely computer literate, with excellent skills in Microsoft Word and Excel as a minimum	CMS editing experience Some experience of projects using Photoshop, In-Design or similar applications.
<b>ABILITIES, SKILLS &amp; PERSONAL QUALITIES</b>	Good verbal and written communication and interpersonal skills. Personable, well organised, confident and enthusiastic.	Genuine interest in education.
<b>RELATIONSHIPS</b>	The personality to build links and establish good working relationship with colleagues from every sector of the College. Ability to work constructively as part of a team.	
<b>MOTIVATION</b>	Strong commitment to meeting the needs of clients. Enthusiasm for the role of marketing the College. Willingness to work flexibly. Commitment to the ethos of continuous improvement and quality.	Demonstrate an interest in personal and professional development.
<b>SPECIAL CIRCUMSTANCES</b>	Willingness to work occasional evenings and weekends.	