

Role: Marketing Assistant
Date: June 2024

Service: Commercial

Unit/Section: Marketing

Salary: TEP6

Reporting to: Senior Marketing Officer

Purpose of Role:

The Marketing Assistant position plays a crucial part in ensuring the efficient functioning of our wider Commercial Team. As a key member of the Marketing Team, you will help to support the annual marketing plan through a blend of traditional and digital media.

You will use your creativity and attention to detail to support the team with various activity and be able to work across multiple projects at any one time. You will work on a range of marketing activity, across all TEP's products, services, and brands.

A typical day in this role is varied but includes tasks such as scheduling social media posts, consulting with suppliers, proofreading copy, updating website content, managing the marketing inbox, formatting marketing email content, and much more.

Annex A: Main duties and responsibilities:

1. Support event promotion and preparation, including The Education People Show. This may include set up and take down, and attendance at events as required.
2. Proofread and upload new website content through our CMS System, covering areas such as blog posts and product pages.
3. Write and proofread internal and external content, including social media posts, blogs, flyers, and emails.
4. Monitor and respond to enquiries in the marketing inbox.
5. Schedule social media posts and monitor social channels.
6. Conduct data mining and generate reports through our CRM system.
7. Manage print and promotional materials, ensuring each job is delivered on time, to specification and within agreed budgets.
8. Create and schedule internal and external email content using DotDigital and Notify.
9. Provide general support to other Marketing Team members across all campaigns, events, and brand activity.
10. Use templates on Canva or similar software to create social media and marketing graphics when required.

Annex B: Person Specification

	MINIMUM
QUALIFICATIONS:	<ul style="list-style-type: none"> Marketing/English qualification or equivalent experience.
EXPERIENCE:	<ul style="list-style-type: none"> Experience in the education or public sector is desirable. Experience using CRM system is advantageous. A marketing qualification or over 6 months of experience in a marketing or events role. Familiar with applying brand guidelines and house style. Knowledge of account-based marketing strategy is desirable.
SKILLS AND ABILITIES:	<ul style="list-style-type: none"> Strong understanding and practical use of Microsoft Office suite. Experience with updating websites, social media, Canva, and email marketing software is advantageous but not essential. Excellent written and verbal communication skills. Good planning and organisation skills. Ability to work autonomously and as part of a team. Creative with a keen eye for detail.
KNOWLEDGE:	<ul style="list-style-type: none"> Knowledge of marketing/ sales strategies and techniques and organising events. Knowledge of how to use a range of social media sites and marketing platforms within a commercial environment. Excellent understanding of English language for proofreading and ability to integrate the company's house style into all work. Understanding of the education or public sector market is preferable as well as a willingness to continue increasing this knowledge base.
BEHAVIOURS:	<ul style="list-style-type: none"> Ability to work well with others. An interest in online and traditional communications campaigns. Positive 'can do' attitude.

Annex C: Company Values and Expectations

The Education People is guided by our shared values:

- **Moral Purpose:** We are driven by our shared moral purpose to do all that we can, both directly and indirectly, to improve educational outcomes and life chances.
- **People First:** We are committed to always putting people first: our staff, clients, and partners, and above all, the people we serve.
- **Stronger Together:** We believe in the power of partnership and collaboration, understanding that the very best outcomes are delivered only when we embrace challenge and work together – with each other, our clients, and partners.
- **Excellence:** We strive to excel in the delivery of high-quality services that produce lasting outcomes: balancing pace, precision, practicality, and cost.
- **Spirit of Innovation:** We have a restless curiosity; we embrace every opportunity to learn, to challenge the status quo, and to seek to set new standards for outcomes and delivery.
- **Integrity:** We expect the highest standards of professionalism and integrity of ourselves and others, acting at all times within the ethical framework of our values.