



Job Description

Marketing & Social Media Assistant

Location	Harmony House. Travel to the different school sites as required.
Reporting to	Head of Planning, Media and Marketing
Job Purpose	To provide marketing and administrative assistance to support the work of the Media, Marketing & Community Outreach department.

Key Responsibilities

- Act as a central advice point for staff on the production of marketing materials to ensure high quality standards, value for money and delivery to agreed timescales.
- Commission, edit, check, and sign off marketing materials.
- Act as a brand ambassador, including providing guidance on the appropriate use of CHAT logos, visual elements, Powerpoints and templates.
- Maintain central records of the production of marketing materials, including final versions of artwork and materials.
- Produce regular and planned content such as photographs, video and podcasts.
- Design internal posters, banners, flyers, and social media graphics.
- Update the departmental CHAT website pages Helping to drive online traffic with web and social media related campaigns
- Help to support and mentor the schools social media and communications champions.
- Writing copy.
- Provide regular content for all social media channels such as Facebook, Twitter and Instagram.
- Monitor and report on performance on social media platforms using tools such as Google Analytics.
- Undertake such other duties, commensurate with the post, as may be directed by the Head of Planning, Media and Marketing.

This job description is not an exhaustive list of all the duties and responsibilities, and is subject to change in accordance with the needs of the Trust.

Person Specification

Applicants must be able to demonstrate the following attributes, skills and experience:

Essential

- Experience of working in a marketing environment or a broad understanding of the marketing mix
- Experience of providing planned and compelling social media content
- Good organisation skills
- Experience of using design software
- Creative flair and the ability to think differently
- Attention to detail and a high level of accuracy
- Confidence and influencing skills
- Excellent oral and written communication skills
- The ability to work flexibly and effectively as part of a team
- A strong customer focus
- The ability to work on own initiative.

Desirable

- Experience of working to budgets
- Experience of using design software

Personal skills

Works well with others:

- Excellent communication and influencing skills with people of different teams and level
- Conducts themselves professionally in terms of dealing with peers and management
- Demonstrable teamwork attitude

Excellent work ethic:

- Well organised, efficient and resourceful
- Takes pride in the organisation and in their work
- Delivers quality results to agreed deadlines
- Takes the initiative to improve the status quo, and open minded to suggestions of new and improved ways of working
- Good timeliness and attendance

Customer service:

- Maintains first class customer service practises and satisfaction levels with internal customers and external customers
- Administers emails, information requests in an efficient and timely manner

- Understands and can balance compliance requirements, pressures and the Trust's requirements

July 2018