

Job Description

Marketing Assistant

Reporting to:	Marketing and Communications Manager
Liaising with:	CEO, DCEO, Trust Executive Team, Head Teachers, school administrators, other school staff, suppliers, customers and other colleagues
Grade/Salary:	Band 3
Hours of work:	Up to 37 hours per week

Core Purpose:

- To support the Marketing and Communications Manager to deliver the marketing and communications strategy of the Catholic Multi-Academy Trust (CMAT) ensuring that at all times the Catholic ethos of the CMAT is maintained.
- To help collate and generate news content, ensuring that all marketing activity is professionally, widely and appropriately publicised through using print and digital marketing channels as appropriate.

Specific areas of responsibility and key tasks:

- Update content for the CMAT website and support school sites as needed.
- Create content for various channels media including print and social media and monitor results.
- Market school and Trust events as needed including attending events such as recruitment fairs as needed.
- Maintain CRM databases.

Marketing

- Source, create and update marketing material for the CMAT and its schools as needed, including proof-reading this material.
- Assist as needed with the production of CMAT invitations and other printed material related to a CMAT event.
- Assist the Marketing and Communications Manager with reviewing brand guidelines, ensuring all content production adheres to brand guidelines and circulating updates to all, updating as needed and circulating to staff.
- Manage the design, and co-ordinate the content and production of a CMAT newsletter.

- Liaise with staff to identify possible opportunities content generation.
- Look for advertising/editorial opportunities in offline and online communication channels including newspapers and magazines.

Public Relations

- Develop and maintain a PR contact relationship database and links with alumni.
- Support the Marketing and Communications Manager with the implementation of an employee communication and engagement strategy.
- Develop links and relationships with local and national press and other key stakeholders.
- Create and send regular press releases to ensure the CMAT and its schools have a strong media presence.
- Keep an up-to-date digital media CMAT schools news archive.
- Build and maintain positive relationships with nurseries, feeder schools, parishes, and local businesses to maximise the PR value of the schools and grow pupil numbers.

Advertising

Digital

- Support the creation of adaptable branded, social media content for all channels.
- Stay informed of developing digital media trends.
- Address any issues on social media and ensure the schools are promoted positively with consistent key messages.
- Manage the digital asset library and coordinate school photography when needed, ensuring that image and video content in the library is sufficient and relevant.
- Organise and manage professional photographic shoots as required or to take photographs if no professional photographer is available.

Additional duties

- To attend meetings as required
- To take action to improve outcomes for young people and to support all academies in the Trust to be outstanding
- To perform any task or duty under the reasonable direction of the Marketing and Communications Manager or another member of the Executive team.

The Our Lady of Lourdes Catholic Multi-Academy Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to satisfactory references, which will be requested, prior to interview, an enhanced Disclosure and Barring Service (DBS) check, medical check, evidence of qualifications plus verification of the right to work in the UK.

The Trust will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Whilst every effort has been made to outline the key duties and responsibilities of the role, it is not an exhaustive list. The duties and responsibilities of the role may vary from time to time, commensurate with and without changing the general character of the duties or the level of responsibility entailed, and would not in itself justify a reconsideration of the grading of the post.



Person Specification

Marketing Assistant

A Training and Qualifications	Essential	Desirable
A minimum of 5 GCSEs (or equivalent) including a grade C in maths and English	Y	
Marketing qualification		Y
Commitment to ongoing professional development	Y	

B Experience	Essential	Desirable
Experience in a similar marketing or social media role or a strong desire to work in this field	Y	
Photography, videography and video editing experience		Y

C Professional Knowledge and Skills	Essential	Desirable
Ability to manage a varied and complex workload with competing deadlines	Y	
Experienced social media user with an understanding of measuring data outcomes	Y	
An understanding of or a willingness to learn Adobe Photoshop and InDesign to support content creating	Y	
Excellent copywriter with the ability to adjust the tone depending on the context/target audience	Y	
Experience of using a Content Management System for websites such as Wordpress and understanding the importance of keywords for Search Engine Optimisation (SEO)		Y
Experienced in using an email marketing service such as MailChimp for managing mailing lists and creating email campaigns		Y
Strong ICT skills and digital literacy	Y	
Excellent verbal and written communication skills	Y	
Excellent planning, time management and organisation skills	Y	

D Personal Attributes	Essential	Desirable
Willingness to support Catholic life in schools	Y	
Emotional resilience	Y	
Creative and enthusiastic	Y	

The ability to self-evaluate and reflect	Y	
The ability to adapt to changing circumstances and new ideas	Y	
Excellent attention to detail	Y	
Ability to use initiative and work independently	Y	
Excellent literacy and numerical skills	Y	
Ability to be respectful and promote equality of opportunity and diversity	Y	

E Safeguarding	Essential	Desirable
Understanding of responsibilities of the Trust and schools in ensuring compliance with all relevant legislation	Y	

