

Job Description and Person Specification



Marketing Assistant

Salary:	£24,685 - £26,417pa inclusive
Leave:	25 days per annum plus public holidays plus up to 3 days Christmas efficiency closure
Hours:	36 hours per week (full time)
Reports to:	Head of Marketing
Location:	This post will initially be based at the Main Campus, Isleworth. The post holder will be required to travel occasionally to the College's Skills + Logistics Centre site at Feltham.

The purpose of the post is: to support student recruitment by managing the creation of engaging copy across a range of publications both internally and externally and ensuring the college website remains up to date

The main duties and responsibilities are to:

1. Maintain and update the college website where necessary to ensure that it is accurate and targeting our audiences, as well as working with curriculum to ensure course information is correct
2. Write keep warm emails, ensuring regular communication with students, prospective students and external stakeholders, such as schools.
3. Work with internal and external stakeholders and respond to Marketing requests where necessary, including through email and telephone enquiries, or delegate as required
4. Assist and create content to be posted on the website, in magazines, within published literature, including course guides, and in the college's bulletin, to positively promote the college, supporting student recruitment
5. Manage mail out processes including managing recipient databases and completing direct mailing to our external stakeholders, and updating where necessary
6. Updating internal communications channels, such as the digital displays, and assisting of keeping posters and other materials up-to-date
7. Daily administration to support the Marketing team where required, such as keeping stock of office supplies, stationery, merchandise, and ordering new supplies where required
8. Updating calendars and diaries where necessary, as well as managing the Marketing Inbox

9. Organise materials for events and attend events inside and outside the college, and assess the success of these
10. Support school liaison and outreach events and communications with local schools and other stakeholders

Generic Duties:

1. Attend and Participate in College meetings as necessary and actively promote college policies.
2. Follow strictly the requirements of the College's health and safety policy and comply with the College financial regulations.
3. Participate in staff development activities and undertake further training as part of your continuing professional development.
4. Work flexibly in order to satisfy the organisational needs, including supporting enrolment, open days, student awards, as well as other occasional evening or weekend work.
5. Maintain confidentiality of information acquired in the course of undertaking duties relating to staff, students, and visitors, and adhere to the College's Data Protection Policy and the Data Protection legislation.
6. Uphold and promote College policies, procedures and controls, including the College's Equal Opportunities policy and promoting those specifically applicable to this area of work.
7. Promote a positive image of the College in all contacts with staff, students, visitors and contractors.
8. Carry out other reasonably comparable duties that may be required from time to time.

Person Specification

Please study the items in this person specification carefully and when completing your application form try to describe your knowledge, skills and experience in terms of those particular items:

1. GCSE or equivalent Level 2 qualification in English and Maths
2. Good time management and organisational skills
3. Be willing to undertake training and development as required within the role.
4. Have a keen interest in the area of Marketing with the intent to develop this into a career.
5. Have an awareness and understanding of equal opportunities.
6. Have an awareness and understanding of safeguarding and prevent
7. Computer literacy, with Microsoft software
8. Excellent oral and written communication with the ability to write creatively.
9. Possess a minimum of 4 GCSE's or equivalent level qualifications
10. Be willing to attend evening and weekend events (with time off in lieu).
11. Experience in Marketing team in a professional capacity

Equality and diversity

West Thames College champions excellence, integrity, equality and respect. This means we aspire to the highest achievements for our students and the best possible working environment for our staff. The whole college community - women and men, younger and older, from different, social and ethnic backgrounds, a variety of faiths, cultures and languages, lesbian, gay and straight, disabled and non-disabled – we are all treated with the same respect and entitled to the same chances to succeed. We champion diversity because we know that a rich mix of people makes the college a more productive and creative place to study and work. And we champion equality because it is the right thing to do.

Closing date: 18 August 2024
Reference number: 6MAC009
Interview date: TBC

Conditions of Service

Contract: Permanent
Full time

Salary: £24,685 - £26,417pa inclusive

Please note the salary range for this post is points 22-25 on the Support Staff scales.
Progression up the incremental pay scale is automatic and awarded on 1 April annually.
New entrants are placed on point 22
Where there is evidence of current earnings in excess of point 22, the applicant may be placed at the salary point higher than their current salary

Pension: Staff are entitled to participate in the Local Government Pension Scheme subject to its terms and conditions.

Annual Leave: 25 days per annum plus public holidays plus up to 3 days Christmas efficiency closure

Hours: 36 hours per week – however we will allow study time during the working week to allow you to complete assignments

Probation: Employees who commence their employment between 1 September and 31 May inclusive will be subject to 26 weeks probation before their employment can be confirmed as permanent.

Employees, who commence their employment between 1 June and 31 August, and those with term time only contracts, will be subject to 36 weeks probation period before their employment can be confirmed as permanent.

The extended period of probation is ensure that there is an adequate period of “normal” working during which to provide support and assess an employee’s performance.

Disclosure The post will be offered subject to an enhanced Disclosure satisfactory to West Thames College which will be conducted by the Disclosure and Barring Service.