 **  **

**JOB DESCRIPTION**

**POST:** Marketing Assistant

**POST REF:** 0020-17

**DEPARTMENT:** Marketing & Student Recruitment

**GRADE:** Grade 3

**REPORTING TO:** Marketing Manager

**SUPERVISORY RESPONSIBILITY:** None

**JOB PURPOSE:**

To contribute to a high-quality marketing and promotion service for York St John University by supporting activity across the Marketing Team. To support a range of projects, often as part of integrated campaigns, which underpin the University’s overall student recruitment strategies.

**DUTIES AND RESPONSIBILITIES**

1. To contribute to regular meetings within the Team, across the Department and the University.
2. To provide general administrative support to the Marketing Team, including maintaining, reviewing and developing office systems and records.
3. To undertake tasks relating to the development and production of marketing materials.
4. To support the work of the Marketing Team by sourcing/developing a library of images, video content and student, alumni and staff profiles, along with a bank of copy for use across a wide range of media and publications to reflect course, departmental and University unique selling points.
5. To maintain a stock image library and assist with taking or arranging photographs/filming at events.
6. To process invoices and keep the Department’s accounting and purchase order systems up-to-date.
7. To ensure the University has an up-to-date profile on external listings websites and to regularly update and maintain our profile on appropriate third party platforms.
8. To assist with any research and pull together any marketing intelligence or reports as directed.
9. To assist the Website Team where directed with updating and checking content on the main University website.
10. To maintain marketing messages across campus and monitor marketing materials produced by other teams. Including maintaining the plasma screens across the University’s buildings.
11. To oversee the storage of print and marketing materials and to keep physical storage areas organised.
12. To manage general marketing enquiries via a generic email account and any other enquiries.
13. To undertake ad hoc projects in the marketing area.
14. To assist with the setting up of meetings and making travel arrangements for the Team or individual members of the Team.
15. To liaise with external clients and with staff and students in the Academic Schools and wider University by telephone, in person or in writing as appropriate.
16. To assist at Open Days and Student Recruitment events when necessary.
17. Such other duties as may reasonably be requested by the Marketing Manager.

plus

* Any other duties as may reasonably be required
* Ensure that the highest standards of professional performance are maintained
* Promote equal opportunities in the work of the department
* Ensure compliance with relevant legislation and statutory codes of practice, as advised
* Participate in the arrangements for performance review and appraisal
* Ensure that professional skills are regularly updated through participation in training and development activities
* Ensure all University policies are implemented within the remit of this post.

**Health & Safety**

Under the Health & Safety at Work Act 1974, whilst at work, you must take reasonable care for your own health and safety and that of any other person who may be affected by your acts or omissions. In addition, you must co-operate with the University on health and safety and not interfere with, or misuse, anything provided for your health, safety or welfare.

*This is not a comprehensive definition of the post. Post-holders are expected to undertake any work that comes with the remit of the post’s main objective. This job description will be kept under review and may be changed at any time subject to consultation with the post-holder.*

**PERSON SPECIFICATION**

**POST TITLE: Marketing Assistant**

**DEPARTMENT:** Marketing & Student Recruitment

The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.

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| **REQUIREMENTS**  The post-holder must be able to demonstrate: | **ESSENTIAL (E)**  **DESIRABLE (D)** | **MEASURED BY:**  A Application form  I Interview  T/P Test/Presentation  S Shortlisting |
| **EDUCATION/TRAINING:** *(Academic, vocational/professional and other training)* | | |
| Good standard of education, including GCSE Maths and English at C or above (or equivalent)  Undergraduate or relevant professional qualification | **E**  **D** | **A**  **A** |
| **KNOWLEDGE & EXPERIENCE:** *(e.g. report writing, office experience, Microsoft office)* | | |
| An understanding of and some experience in both online and offline marketing  Experience of working with suppliers and clients, both internal and external    Experience of supporting complex projects and meeting tight timescales    Experience of administration tasks    Experience of working in an educational environment | **E**  **E**  **E**  **E**  **D** | **A/S/I(T)**  **A/S/I**  **A/S/I (T)**  **A/S/I (T)**  **A** |
| **SKILLS/ATTRIBUTES:** *(e.g. communication, interpersonal, decision-making, problem-solving, team player, reliable)* | | |
| An understanding of marketing principles  Ability to juggle several projects and tasks concurrently, whilst maintaining high standards    Good organisational skills    Excellent interpersonal skills and the ability to communicate both within oral and written formats, online and offline, to a wide range of external and internal audiences  High level of computer literacy including skills in Microsoft Word, Excel, Access, Powerpoint and content management systems.  An enthusiasm for working in Higher Education and marketing | **E**  **E**  **E**  **E**  **E**  **D** | **A/S/I**  **A**  **A**  **A/S/I/**  **A/S/I**  **A** |
| **BEHAVIOURS:** Tested at interview against the Contribution Framework (see: [www.yorksj.ac.uk/values-and-principles](http://www.yorksj.ac.uk/values-and-principles) | | |
| Leading myself and others  Delivering a great service  Taking a professional approach | **E  E  E** | **I  I  I** |