

Recruitment bulletin: Communications and Marketing Assistant

ASDAN is a successful national education charity and awarding organisation whose qualifications, programmes and curriculum resources are used by more than 3,000 schools, colleges and other education providers in the UK and internationally.

We are looking to appoint a Communications and Marketing Assistant to the ASDAN Marketing and Communications team, based in our Bristol office.

This is an exciting new position for a motivated and organised individual with excellent communication skills, who wants to work for a charity with ambitious plans for the future. We are looking for someone to support internal and external communications and marketing at ASDAN, and ensure that communications are of a consistently high standard, in line with ASDAN's vision, values and brand messages. This is an excellent opportunity for someone to further their career working for a successful organisation with strong ethical vision and values.

CONDITIONS OF SERVICE

Contract:	Permanent
Salary:	Circa £20,200
Hours of work:	Monday – Friday, 37.5 hours a week
Pension:	Scottish Widows, post holder has option of two levels: employee 3% and employer 6%, or employee 6% and employer 9%
Leave entitlement:	starting at 24 days, rising an additional day per year to max 32 days, in addition to statutory bank holidays
Location:	St George, Bristol
Role description and person specification:	please see following pages

HOW TO APPLY

To apply for this position please email a cover letter outlining your suitability for the post (you may also attach a CV if you wish) and a completed application form marked 'Private and Confidential' to personnel@asdan.org.uk

Within your application, please outline relevant skills and experience, referring to the person specification as appropriate, and provide a clear outline of why you feel you would be a suitable applicant for the position.

Closing Date: Friday 29 November
Interviews will be held in Bristol on Monday 9 December

For further information about ASDAN please visit our website www.asdan.org.uk

For an informal discussion about this post, please contact Emma Jones:
emmajones@asdan.org.uk 0117 954 3196

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ROLE DESCRIPTION

Accountable to: Digital Marketing Officer
Responsible for: n/a
Liaison with: Marketing and Communications team

JOB PURPOSE

To support internal and external communications and marketing at ASDAN, and ensure that communications are of a consistently high standard, in line with ASDAN's vision, values and brand messages.

RESPONSIBILITIES

- 1) Support the Digital Marketing Officer in producing content for ASDAN's social media channels.
- 2) Support the Communications and Marketing Manager in producing content for ASDAN's communications and marketing activity including case studies, profiles on learners, email campaigns, blogs, news stories, flyers and adverts.
- 3) Manage promotional materials for workshops, events and conferences.
- 4) Provide a range of administrative support for the Development and Design team and ASDAN overall.

KEY DUTIES

- 1. Support Digital Marketing Officer in producing content for ASDAN's social media channels**
 - a) Produce engaging content for ASDAN's social media channels to deliver effective social media campaigns.
 - b) Use analytics tools to provide data on the success of social media campaigns.
 - c) Use scheduling tools to plan social posts in advance, as part of campaigns and around specific events.
 - d) Monitor social media posts from ASDAN centres and other stakeholders, engaging with them as appropriate and reporting any instances of misrepresentation.
 - e) Keep up-to-date with social media techniques and strategies, seeking opportunities to develop own skills and knowledge.
- 2. Support the Communications and Marketing Manager in producing content for ASDAN's communications and marketing activity including case studies, profiles on learners, email campaigns, blogs, news stories, flyers and adverts**
 - a) Write, collate and proofread a range of content, such as case studies, news stories, blogs and copy for adverts, eg Google Ads.
 - b) Support the management of content across the ASDAN website, updating web pages and documents as required.
 - c) Support the creation of email campaigns through the CRM, sending and monitoring email campaigns as required, ensuring messaging is aligned with ASDAN brand guidelines.

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3. Manage promotional materials for workshops, events and conferences

- a) Work with the Development and Design team to manage the workshop promotional material content.
- b) Support the Digital Marketing Officer with organising materials for promotional events.
- c) Support the Digital Marketing Officer with purchasing branded merchandise for promotional events.
- d) Assist with booking venues, accommodation, travel and catering as required for promotional events.

4. Provide a range of administrative support for the Development and Design team and ASDAN overall

- a) Organise and take minutes at meetings, working with the Digital Marketing Officer and DAC team to monitor progress on action points.
- b) Proofread a range of ASDAN materials and resources.

5. In common with all staff

- a) To support the charitable purposes of ASDAN.
- b) To actively work to secure the sustainability and growth of ASDAN.
- c) To manage ASDAN's resources effectively and efficiently.
- d) To provide the highest standards of customer service to customers of ASDAN.
- e) To support collective leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders.
- f) To participate in ASDAN's annual review process and undertake appropriate training and development, ensuring up to date knowledge and practice is applied and maintained for the efficient and effective performance of the post, supporting ASDAN's strategic objectives.
- g) To effectively promote the safety and wellbeing of children, young people and all vulnerable individuals, in line with ASDAN's safeguarding policy.
- h) To uphold and promote ASDAN's Equality and Diversity policy and practices, respect the unique contribution of every individual and work positively in an environment that promotes equality and diversity.
- i) To ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation.
- j) To keep up to date, so far as is necessary, for the efficient execution of the role, with new legislation, procedures and methods.
- k) To comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information.
- l) To present an appropriate professional image of ASDAN.

It should be understood that this job description may change as ASDAN develops, following discussion and agreement with the post holder. The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of ASDAN. The post holder will have full opportunity to discuss and be active in changes or developments.

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PERSON SPECIFICATION

Experience and evidence of: (E = essential, D = desirable)

Producing a wide range of effective communications and marketing content for multiple platforms and audiences	E
Proven copywriting experience and ability to tell stories that generate brand engagement	E
Social media content creation, monitoring and analysis	E
Providing administrative support such as taking minutes at meetings	D
Supporting events through tasks including booking accommodation, train travel, catering	D
Using a CMS as part of web content updating and management	D

Skills, knowledge and expertise: (E = essential, D = desirable)

Ability to manage own work and show initiative	E
Achieve high level of accuracy in copywriting and proven ability to follow brand guidelines	E
Ability to pay attention to detail	E
Knowledge of planning and monitoring social media activity	E
Ability to use CRM to understand customer behaviour and segment audiences for promotional campaigns	D

Personal qualities

- Highly professional standards of behaviour at all times
- Highly motivated and proactive
- A collaborative team player
- Calm under pressure and in changing circumstances,
- Flexible, friendly and helpful
- Able to work positively and creatively, combining a responsible approach to securing ASDAN's core business and heritage with an entrepreneurial approach to winning and growing new business