

Marketing Assistant

Department: CYPES

Division: Highlands College, Marketing

Reports to: Marketing Manager

JE Reference: CYP1003

Grade: 7

Job purpose

To work as part of the Highlands College marketing department to support the promotional, marketing and communications service for Highlands College, effectively utilising owned, earned and paid for media across all College sub-brands. This includes the production of all College advertising, digital activity and printed collateral, to raise the profile of the College and ensure it maintains a competitive presence in the marketplace.

The post will involve producing digital content across all owned and paid for digital platforms. The ideal candidate would have a good understanding of the Adobe Creative Suite, to produce on-brand design assets in-house, when required. The role will support internal communication throughout the organisation.

Job specific outcomes

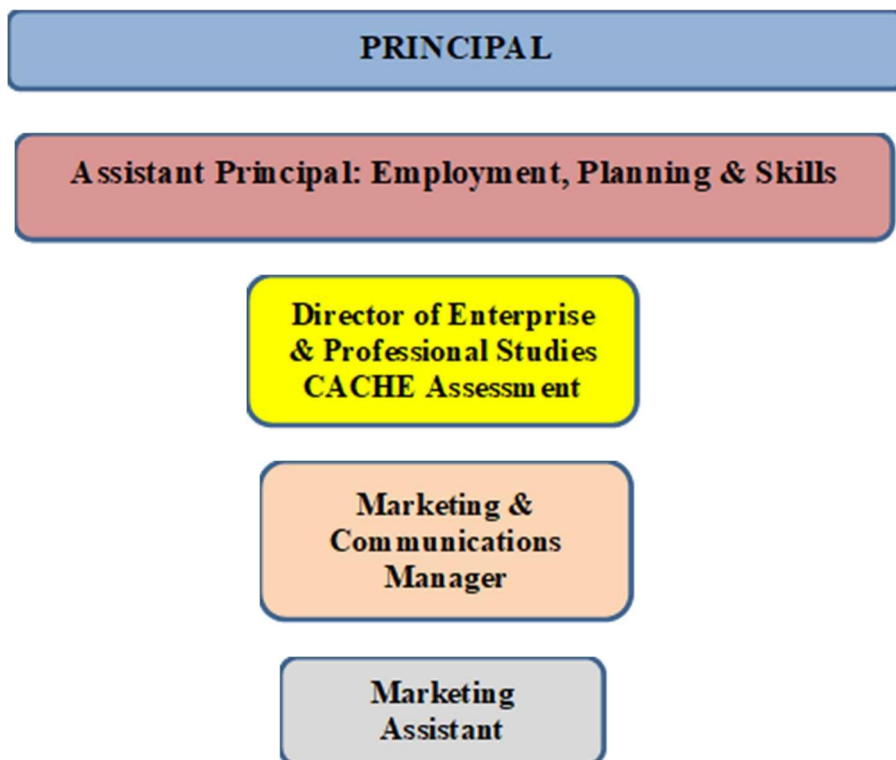
- Assist in project managing and delivering a range of marketing activities to communicate how Highlands is working for Jersey
- Maintain and support good working relationships with key internal and external stakeholders to support projects (including young people).
- Participate in planning discussions with departmental Heads on their marketing campaigns
- Support the planning and administration for key annual projects
- Manage and complete tasks from the marketing Helpdesk
- Primary accountability for all Highlands College social media in line with college brand guidelines
- Support the delivery of campaigns to agreed budgets
- Promote the Highlands College brand guidelines internally and externally with colleagues, partners and stakeholders, to ensure they understand the Highlands brand and corporate identity and that the guidelines are applied.
- Provide administrative support for procurement and managing third-party suppliers.

Statutory responsibilities

Active engagement, participation, and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publically supporting someone who is standing for election or playing a public part in any political manner.

Organisation chart



Person Specification

Specific to the role

Describe the knowledge, skills, experience, and qualifications required to perform the job to a satisfactory standard.

It is important to convey what the job requires, rather than what an individual might have, as these may be different. For example, you may have a postgraduate level qualification, however, an A' Level standard qualification is the requirement for the job.

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	Educated to A'Level or equivalent	Have a degree or equivalent with specialist qualification in marketing desired.
<p>Knowledge <i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	Experience of helping to develop marketing plans	Knowledge of project management processes
<p>Technical / Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	Experience of working in a multimedia environment	
<p>General Skills/Attributes <i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>Excellent written and oral communications skills</p> <p>Experience of working to tight deadlines</p>	An interest in education and local government.
<p>Experience <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body</i></p>	Have at least 2 years' experience of marketing, planning and evaluation	Experience of working in the public sector is desirable

<i>(for example a period of post-qualification experience).</i>		
Criteria relating to Safeguarding <i>Other requirements needed to confirm suitability to work with vulnerable people e.g. attitudes, skills, experience etc.</i>	Enhanced DBS required	