

STANMORE COLLEGE

APPRENTICE MARKETING ASSISTANT (DIGITAL)

Stanmore College are looking for a proactive and energetic Apprentice Marketing Assistant (Digital) who has an interest in marketing and social and digital media. Daily tasks include updating social media platforms, general marketing tasks and campaigns. You will gain experience of a wide range of marketing skills, general administrative duties, dedicated software and events. You will also help to maintain the college website.

As part of the role, you will undertake a training for the Level 3 Diploma in Digital Marketer New Apprenticeship Standard.

Applicants must have a minimum of level 2 qualifications in English and Maths, good Microsoft Office skills and excellent verbal and written communication skills. Initiative and a flexible approach to work are essential.

To apply for this post, please contact Barbara Stone on 020 8420 7700 ext 426. Email: Barbara Stone - b.stone@stanmore.ac.uk or Nicola Chinn 020 8420 7700 ext 471. Email: Nicola Chinn – n.chinn@stanmore.ac.uk

Please visit the Stanmore College website www.stanmorecollege.ac.uk for an application form.

Salary - £5.90 per hour

Closing date for applications is Tuesday, 26th March 2019
Interviews will be held on Wednesday, 3rd April 2019

STANMORE COLLEGE

POST: **APPRENTICE MARKETING ASSISTANT (DIGITAL)**
(36 hours per week, all year – includes apprenticeship training hours)

REPORTING TO: **DIRECTOR OF MARKETING AND ADMINISTRATION**

JOB SUMMARY: Delivery of traditional and digital marketing plus other services and co-ordination of communications

MAIN ACTIVITIES

1. Assisting in implementing an annual marketing operational in line with business objectives and colleagues, assessing effectiveness and making improvements as required.
2. Creating and driving creative marketing tactics to ensure effectiveness of campaigns and cost efficiency to maximise business opportunities.
3. Ensuring that digital promotional platforms (including social media) are kept active and up-to-date with the latest news and campaign information.
4. Undertaking digital marketing, content marketing, campaign marketing, data-driven, social media marketing and email direct marketing.
5. In conjunction with colleagues, co-ordinating the production of publicity material to promote the College internally and externally on time and within budget and identifying and ordering bespoke promotional materials in liaison with manager.
6. Building relationships with existing enquirers/potential students to maintain and increase interest with a view to ensuring high rates of conversion to enrolment.
7. Increasing the overall awareness and profile of the College brand through the communication and implementation of specialist industry marketing campaigns.
8. Helping to organise and co-ordinate events, both internally and externally.
9. Attending internal and external meetings as required.
10. Working with the Director of Marketing and Administration, Graphic Designer, and curriculum departments to develop and implement departmental marketing plans and market segmentation.
11. Promoting high quality standards in all communication aspects of the role and consistency of communication across all channels to project desired image and position of College within the community and advising on branding related issues.
12. Updating the website as required and ensuring content is accurate at all times.

13. Taking responsibility for health and safety, equality & diversity, sustainability and data protection within the scope of the post.

You will be expected to work occasional evenings and weekends as required for which time off in lieu will be given.

The postholder can be required to carry out any other duties consistent with the grade of post, at any site on which the College may operate.

This job description is current at the date shown below. In consultation with the postholder, it is liable to variation by management within a reasonable timescale to reflect or anticipate changes in or to the job.

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JOB TITLE: Marketing Apprentice (Digital)

Criteria	Possible source of evidence
Qualification	
Minimum of GCSE English and Mathematics grade A – C essential	Application form/certification
Knowledge and experience	
Interest in marketing and social media	Application form/supporting statement
Knowledge of social media	Application form/supporting statement
Willingness to learn and develop	Application form/supporting statement/ written exercise
Skills	
Good administration, organisational and communication skills, both verbal and written	Application form/supporting statement/ written exercise/ interview
Abilities	
Willingness to work closely with other team members	Supporting statement/interview
Relate to other professionals in the working environment, particularly with regard to achieving compliance with deadlines	Supporting statement/interview
Other	
Enthusiastic and highly motivated Use of initiative Proactive Not afraid to ask questions	Supporting statement/interview
An interest in the work of an educational institution and helping it to meet the needs of its students	Supporting statement/interview
Willingness to work flexibly in terms of hours demonstrating enthusiasm and energy	Supporting statement/interview
Commitment to safeguarding and promoting the health, safety and welfare of children, young people and vulnerable adults	Application form/supporting statement/Interview