

Job Description

Title: Marketing Assistant

Summary/Purpose: To support the Marketing function of the business with incentives, campaigns, helping to increase brand awareness, generate leads, drive sales and drive the marketing strategy that supports contract delivery and raises the overall profile of the business.

Reporting to: Marketing Executive

Supervising: N/A

Duties and Responsibilities:

Specific

- Plan, create and deliver engaging marketing campaigns to support revenue generation, organisational objectives and promote services, events and initiatives.
- Manage email marketing platforms, audience segmentation and databases, ensuring communications are targeted, effective and compliant with GDPR requirements.
- Monitor, analyse and report on campaign performance, using insights and best practice to optimise future marketing (e.g. email marketing) activity.
- Assisting the Marketing Executive with creating content and development of marketing materials.
- Assisting in conducting market research to identify trends, competitor activities and potential opportunities.
- Contributing to the researching, writing and editing of case studies that highlight success, demonstrating the effectiveness of our products through liaising with internal departments to obtain good news stories and staff achievements.
- Assisting with the planning and organisation of events and attend relevant events to promote Itec as and when required.
- Assisting in the planning, execution and monitoring of marketing campaigns. Coordinating with internal teams and external partners to ensure timely delivery and alignment with objectives.
- Working closely with the Marketing Executive to protect the Itec brand.

General

- To ensure security of company assets
- To comply with all company policies and procedures
- To comply with the companies safeguarding policy & procedure
- To comply with Equal Opportunities Legislation and be proactive in challenging prejudice, discrimination and stereotyping.
- To implement in full the Company's quality policies and procedures.
- To consult the Company Health and Safety Policy with regards to their specific responsibilities as described in the general arrangements section
- To give consideration to their actions at work as to how they may affect the safety of Learners, clients and visitors to Company premises
- Support and demonstrate the organisations core values
- Ownership mindset. Demonstrates accountability and reliability, taking responsibility for own actions and timely achievement of KPI's.

- Co-operate with all staff to achieve a healthy and safe workplace and reporting any risks identified, at the company's or others premises, to the designated Health and Safety Officer.
- Other duties that may be identified from time to time by the Company.
- Attend relevant training / personal development programmes

Person Specification

	Essential	Desirable
Experience & Qualifications	– Educated to degree level or equivalent – Proven Marketing Experience – Full driving licence with use of own vehicle	– CIM qualifications or equivalent
Skills	– Email marketing skills, including campaign creation, scheduling and distribution – Ability to create engaging email content and calls to action – Experience with audience segmentation and email list management – Ability to monitor, analyse and report on email campaign performance – Interpersonal skills – Strong written & verbal communication skills – Planning and organisational skills – Ability to work to deadlines and targets – Working knowledge of Microsoft Packages – Digital design skills – Excellent attention to detail	– Working knowledge of Salesforce/other CRM systems – Working knowledge of WordPress – Welsh Language skills
Knowledge	– Knowledge of email marketing platforms and best practice – Knowledge of audience segmentation, automation and customer journey mapping – Knowledge of email marketing analytics, including open rates, click-through rates and conversions – Understanding of GDPR and data protection requirements relating to email marketing communications – Knowledge of tools to track audience behaviour and journey through website and digital marketing platform – Knowledge of digital marketing trends, operations and tools – e.g. PPC, email marketing, analytics, CRM systems	– Safeguarding and GDPR knowledge and understanding
Characteristics	– Empowers others – Demonstrates a passion for learning – Demonstrates a commitment to inclusion – Fosters growth by proactively improving processes and practices – Creative – Self-motivated – Flexible in approach – Ability to work under pressure – Reliable – Enthusiastic – Team player	–