

Job Description

Title: Marketing Assistant & Welsh Language Officer

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:

Marketing

- Assisting the Marketing Executive with creating content and development of marketing materials.
- Managing our social media presence by creating, scheduling and posting content across various platforms.
- Assisting in conducting market research to identify trends, competitor activities and potential opportunities.
- Assisting in the planning and execution of digital marketing campaigns to support revenue generation.
- 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.
- Supporting the Marketing Executive with the production and delivery of internal communications.
- Assisting with the planning and organisation of events and attend relevant events to promote Itec as and when required.
- Supporting with the writing of letters and copy for communications including electronic newsletters.
- 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.

Welsh Language Officer Responsibilities

- Supporting the HR team on behalf of the business in achieving its Welsh action plan and projects funded by the Welsh promotion grant (Coleg Cymraeg Cenedlaethol).
- Maintaining the Cynnig Cymraeg accreditation.
- Supporting operational teams in the promotion of Welsh language resources and opportunities for learners.
- Attending external meetings held in the Welsh language on behalf of the company.
- Working with Marketing Executive to identify good news stories to promote Welsh language and culture.
- Supporting the business to identify ways to promote the Welsh language and culture internally and externally.
- Assisting in the development of Welsh language marketing materials and literature.
- Translating internal communications into the Welsh language.
- Translating social media posts and blogs into the Welsh language.
- Maintaining Welsh language access to the website.
- Maintaining Welsh language access to key internal company policies, procedures and documents.
- Translating external enquiries received in Welsh.

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 Marketing Experience – min 1year Full driving licence with use of own vehicle	CIM qualifications or equivalent
Skills	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 Fluent in Welsh – written and spoken	Working knowledge of Adobe creative suite or equivalent packages Working knowledge of WordPress
Knowledge	Knowledge of social media trends, operations and tools such as Hootsuite Knowledge of digital marketing trends, operations and tools – e.g. PPC, email marketing, analytics, CRM systems	Safeguarding & Prevent Knowledge and understanding
Characteristics	Empowers others Demonstrates a passion for learning Demonstrates a commitment to inclusion Fosters growth by proactively improving processes and practices Self-motivated, self starter. Flexible in approach. Ability to work under pressure Reliable Enthusiastic Team player	Enthusiastic about Welsh culture