

Job Description

Job title	Apprentice Engagement and Marketing Assistant				
Service Area	Redbridge Institute of Adult Education				
Team	Student Services	Post number	S003607	Grade	App 30 LLW
Reports to	Engagement and Marketing Manager				
Responsible for	Supporting engagement and marketing activities and organising promotions and events				

Purpose of job
<ul style="list-style-type: none"> • Support the Engagement and Marketing Manager deliver an annual plan of promotional and marketing activities. • Ensure communications, including internal and external digital channels, are high-quality, effective and timely. • Ensure that content on the website is accurate and always up to date. • Provide a point of contact for external venue bookings, administering meetings and events
Major duties and responsibilities
<p>Digital Marketing:</p> <ol style="list-style-type: none"> 1. Monitor and update social media posts. 2. Create engaging content for social media channels. 3. Assist in updating content and maintaining the Institute's website. <p>Event Administration</p> <ol style="list-style-type: none"> 4. Promote the use of the venue for meeting and events by keeping Venue Directory up to date and through other marketing channels 5. Provide a point of contact for external clients organising meetings and events, liaising with other teams across the organisation when necessary. 6. Support with the organisation of promotional events, for example roadshows and open days <p>Communications:</p> <ol style="list-style-type: none"> 7. Develop the use of internal communications channels to keep staff and learners well-informed and up to date. 8. Develop the use of external communications channels to communicate the Institute's messages to a wide range of customers and external stakeholders. 9. Assist with the production of the Institute's newsletters <p>Marketing Material:</p> <ol style="list-style-type: none"> 10. Edit graphic's, leaflet and poster templates with up-to-date information. 11. Keep track of marketing assets both physical (i.e., cameras, display stands etc) and digital (i.e. images, logos etc) <p>General</p> <ol style="list-style-type: none"> 12. Participate in performance review and continuous professional development (CPD) developing required knowledge, understanding, and skills to deliver responsibilities effectively 13. Positively promote the Institute in all contact and communication with the public and learners 14. Follow all Institute policies and procedures 15. Undertake any other duties as may be reasonably requested commensurate to the level of experience and responsibility expected including supporting other teams at peak times 16. As an Apprentice there is a requirement to undertake apprenticeship training and study towards a nationally recognised qualification for which support and time will be provided. 17. Attend all scheduled apprenticeship learning sessions and complete given written and practical assignments by the set target dates.



Person Specification

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<i>Method of candidate assessment: A = Application Form I = Interview T = Test</i> <i>Weig</i> <i>hting: 3 = most important, 2= least important</i>					

Approaches /Values	A - I - T	Weighting
1. The ability to adopt an Ambitious approach – using innovation and creativity to realise the Institute’s vision		3
2. A demonstrable track record of accepting Accountability and taking responsibility for outcomes		2
3. A commitment to Inclusion – demonstrating an open, welcoming and supportive attitude to colleagues and learners		3
4. The ability to act with Integrity by displaying a fair, open and honest approach whilst respecting the requirement for confidentiality when appropriate		3
5. Commitment to the safeguarding of all learners		3
6. Ability and determination to promote equality and diversity throughout all aspects of Institute’s life, including employment and service delivery		3
Education and Qualifications		
1. Maths and English at Level 2 Grade A*- C or equivalent	A	3
2. Evidence of recent and relevant professional development	A	2
Experience/Knowledge/Skills/Competencies		
1. Experience in digital marketing and social media		3
2. Effective communication and writing skills.		3
3. Knowledge of marketing principles and policies		2
4. Event coordination experience		2
5. Proficiency in website maintenance		2
6. Attention to detail		3
7. Ability to support staff and to work as part of a team		3
8. Excellent oral written and interpersonal communication skills with the ability to work effectively with colleagues and external partners building effective professional relationships		3
9. A flexible approach to work and working hours having the ability to work proactively without supervision		3
10. Ability to plan, prioritise workloads and meet deadlines for yourself and others		3