

Marketing & communications assistant

JOB DESCRIPTION

CONTRACT TYPE	Full Time
CONTRACT TERM	Permanent
LOCATION	National team, home based
HOURS PER WEEK	37
RESPONSIBLE TO	Head of Marketing & Communications
RESPONSIBLE FOR	Assisting in the planning and delivery of marketing support across E-ACT

The role

To assist in the planning and delivery of marketing support across E-ACT. You will be passionate about producing content for different audiences at both trust and academy level to raise brand awareness, stakeholder engagement, increase pupil numbers and income generation.

Key accountabilities

Academy level

Operational delivery

- Support the delivery of academy marketing
- Work closely with any external agencies that are supporting the marketing function
- To co-ordinate the admissions campaign cycle for academy admissions. Campaigns to include, content creation, event planning, social media advertising, email marketing, print material.
- Ensure all internal stakeholders are briefed with new marketing campaigns or content
- Assist with creating and delivering training content and workshops in the marketing support offering
- Measure the effectiveness of academy marketing and communication activities and adapt campaigns as necessary

Content creation

- Co-ordinate photography and video shoots
- Creating relevant content for academy websites including copy writing, refreshing images and videos and ensuring they are in line with brand guidelines and are fully compliant.
- Supporting academies to plan academy's social media campaign activities across multiple channels, with the creation of Canva templates.
- Drafting copy for use in print and online including blog posts, newsletters, and a range of promotional materials.
- Providing design support (using Canva) to construct and edit content for a range of uses and audiences, including print and social media, ensuring brand consistency is maintained.

Marketing data

- Support in collecting data to build profiles for each academy to analyse any trends that can inform decision making.
- Conduct regular marketing research analysis of the market, including competitors and marketing trends.
- Track marketing activity regularly for reporting purposes

Trust level

- To support the delivery of E-ACT's marketing plan
- Liaise with staff to identify opportunities for content generation both at trust and academy level
- Support with logistics and promotion of trust wide events
- Raise the awareness of E-ACT through its social media platforms with engaging content
- Update content on E-ACT's website and support academy websites when needed
- Support in the creation of case studies to ensure we showcase the very best of what E-ACT does with in the education sector
- To write engaging and informative content such as articles
- Carry out day-to-day marketing administrative tasks
- Manage the trust's assets library, including photography and videography and implementing a thorough permissions process.
- Monitor the trusts marketing inbox and ensure all queries are responded to in a timely manner

Other marketing and communication responsibilities

- To assist in new initiatives as and when they arise
- Travel to academies and E-ACT offices across the country will be necessary as part of the role
- Be our stakeholders' champions, whether that is internal or external. Ensure our stakeholders are at the heart of all we do so our marketing and communications are effective and have impact.
- To maintain a visible and professional presence and create excellent working relations amongst staff across the trust.

Planning and Organising

- Within parameters established by your line manager, you will plan and prioritise your own workload and liaise with team members to ensure others' actions are complete and required information is provided.

Problem Solving

- Problem solving ability of a high level is required. It is essential to be able to work effectively across the trust and to use your initiative to discover solutions.

PERSON SPECIFICATION

Opening Minds, Opening Doors

At E-ACT, we pride ourselves in fostering a people-first culture for our pupils, staff and communities. We lead a community of 28 academies, educating over 18,000 pupils across the country. Our Opening Minds, Opening Doors strategy is at the forefront of everything we do, we don't just prepare our pupils for the world; we equip them to thrive and succeed within it. Through our inclusive approach to education, we aim to open doors to a world of opportunities, where every child can pursue their dreams.

Does this resonate with you? Carry on reading!

OUR VALUES

Whether you are looking at joining one of our academies or our operational functions - you will have a passion for changing young lives. All of our colleagues demonstrate our three core values every single day.

Think big

We dare to dream big. Pushing boundaries to create extraordinary opportunities for our young people and staff alike.

Do you think big?

- Show energy, enthusiasm and passion for what you do
- Be open to new ideas and change where it will have a positive impact on the organisation
- Ability to 'look outside' – to continually learn about innovations in your field, new ways of doing things, and bring that learning into your work

Do the Right Thing

We consistently make principled choices even when faced with adversity, guided by moral purpose that fuels impactful change.

Do you do the right thing?

- Have integrity and honesty in all that you do
- Make decisions that are based on doing the right thing, even when this means that they're unpopular or will lead to more work
- Be resilient and trustworthy

Show Team Spirit

Together we foster a culture of collaboration to improve, support and progress, propelling us forward as a united force.

Do you show team spirit?

- Understand how you can have a greater impact as a team than you can as an individual
- Recognise and celebrate the success and achievements, no matter how small, of your colleagues
- Show an awareness and respect for peoples' differences, and recognise how different characteristics and personal strengths build dynamic and great teams

KNOWLEDGE, EXPERIENCE & SKILLS

CRITERIA	ESSENTIAL	DESIRABLE
ORGANISATIONAL FIT	Thinking big	
	Doing the right thing	
	Showing Team Spirit	
QUALIFICATION & TRAINING	Good qualifications in both English and Maths	Marketing qualification (e.g. CIM)
	Educated to at least degree level (or equivalent). Relevant vocational training will also be considered.	
EXPERIENCE	Experience of using the Microsoft Office suite to intermediate level or above	Experience in event planning, management and delivery
		Knowledge of the education sector
		Experience in a professional marketing, business development or sales environment.
SKILLS & ABILITIES	The ability to work effectively as part of a range of project teams	Demonstrable experience of stakeholder engagement
	Ability to communicate effectively	
	Ability to be innovative and carry through creative ideas into practice working on your own initiative or as part of a team	
	Excellent oral and written communication skills	

Our commitment

E-ACT is committed to safeguarding and promoting the welfare of its students and expects all employees and volunteers to share in this commitment.