

Post Title: **Marketing Assistant**

Responsible to: **Marketing and Communications Manager**

Education and Professional Qualifications

Essential:

- Educated to SCQF Level 7 (HNC level or equivalent) qualification or relevant experience in a related environment
- Evidence of Continuous Professional Development

Knowledge

Demonstrable knowledge of:

- The services of the College.
- Marketing and Communication principles relating to the development and delivery of marketing services.
- The principles of delivering high quality, effective and efficient support within a marketing and communications environment.
- A comprehensive working knowledge of Microsoft 365.
- Working knowledge of specific systems and tools within the Marketing and Communication field.

Skills and Competencies

Essential:

- Excellent ICT and administration skills and the ability to produce high quality work.
- Excellent communication and interpersonal skills with the ability to communicate in a range of formats, both oral and written.
- The ability to plan and prioritise a range of work activities, involving personal and confidential information, meet deadlines and work to tight timescales.
- The ability to create engaging content.

- The ability to use your initiative and solve problems.
- Exceptional attention to detail.
- Creative skills to help us come up with innovative marketing campaigns.
- Customer focused and the ability to provide a professional service at all times.
- Ability to collate and present data and information in final format.
- Ability to work with minimal supervision.
- Adaptable and flexible and able to respond to unexpected enquiries appropriately or to refer to other staff as required.
- Ability to work flexibly across campuses and external venues.

Professional Experience

Essential:

- Demonstrable evidence of creative work, i.e. written, video.
- Practice in editing and working with website content through CMS systems.
- Experience of providing administrative support within a marketing and communications environment.
- You must have experience that demonstrates you are able to meet tight deadlines and cope with a large volume of work whilst maintaining high levels of accuracy.