

## Job Description

### 1. JOB IDENTIFICATION

|                              |                                      |
|------------------------------|--------------------------------------|
| Post Title:                  | Marketing Assistant                  |
| Responsible to (Post Title): | Marketing and Communications Manager |
| Last Update:                 | July 2025                            |

### 2. PRINCIPAL JOB PURPOSE

Provide high-quality marketing assistance to support the marketing and communications team in delivering an efficient and effective marketing service to support the College's strategic ambition.

### 3. JOB DIMENSIONS & CONTROL OF RESOURCES

The post holder will have no responsibility for staff or budgetary management

### 4. ORGANISATIONAL RELATIONSHIP



## **5. MAIN DUTIES & RESPONSIBILITIES**

1. Support the development and delivery of the marketing and communications service to support the College's strategic ambition.
2. Support and maintain effective administration procedures and systems, including all filing and e-systems records, for the department in accordance with the agreed procedures, in order to ensure accurate and up-to-date information is available to underpin the efficient performance of the full range of the College's marketing activities.
3. Participate fully as a member of the marketing and communications team, providing cross-cover support as required to ensure that a seamless administrative support service is delivered.
4. Support the Marketing team in meetings, highlighting and monitoring follow-up actions, including document preparation, to ensure the effective performance of the department.
5. Responsibility for triaging internal and external marketing enquiries and requests; responding to enquiries as appropriate and liaising with colleagues to answer enquiries.
6. Administering the procurement of all marketing materials and services using College finance systems.
7. Co-ordination of course information online using Unit-e Launch Pad. Liaising with Quality, BIIS, Business Engagement and Curriculum teams to ensure all course information is accurate.
8. Maintaining the website by working collaboratively across the college to ensure that all information is up to date and relevant while adhering to web accessibility guidelines.
9. Supporting the Marketing and Communications Manager by creating campaign materials to support recruitment and wider marketing priorities in line with the College strategic ambition.
10. Work with the wider marketing team to support the planning and delivery of events e.g. Graduation ceremonies, recruitment events and other strategic events.
11. Supporting the creative requirements of the service, including simple design works, proofing documents and procurement of digital and print services.
12. Support the marketing team in booking creative services including photographers and videographers scheduling shoots, coordinating with college staff and students about all aspects of photoshoots, filing images and

model releases that meet GDPR regulations and sharing photography internally and externally.

13. Writing content for social media channels, writing media releases and liaising with media/handling media enquiries and responding to messages and notifications promptly and in line with the College's Corporate social media policy. Work with the wider marketing team on collaborative social media activity and ensure multi-channel communications have a consistent brand tone of voice.
14. Maintain the marketing and communication systems and planners and internal communication systems including Ayrshire Way Hub/Engage, 'What's on at Ayrshire' calendar, digital signage and 'My Ayrshire' College App.
15. Provide administration support for award entries. This will include promoting national award competitions, collating submissions, organising attendance at award ceremonies and promoting results. Preparing a quarterly report on awards entered, shortlisted and won.
16. Support a culture of continuous improvement through contributing to the review and evaluation of services and ensure ongoing personal development through participating in the College's performance management, quality enhancement and personal development frameworks.
17. Support the implementation of all College policies, procedures and regulations generally and with specific reference to finance, quality enhancement, health and safety, management of risk, equality and diversity and staff performance and sustain an inclusive and supportive environment in accordance with college policy.
18. Producing reports on Marketing and Communications activities and any other duties considered appropriate to the scope of the role.

## **6. COMMUNICATIONS (Internal & External)**

The Marketing Assistant will have key internal working relationships with Curriculum and Service staff. The post holder will also be required to communicate regularly with external stakeholders e.g. media, key partners and service providers.

Excellent communication and interpersonal skills, both oral and written, are required to achieve effective working relationships with managers, staff, students, the public, stakeholders and external agencies.

## **7. ASSIGNMENT AND REVIEW OF WORK**

Work is demand driven and generated through the operational objectives and priorities of the college.

Work activity will also be delegated by the Marketing and Communications Manager. The Marketing Assistant will function with a degree of independence and autonomy, within parameters agreed in conjunction with the Marketing and Communications Manager to prioritise and determine workload.

The Marketing Assistant will agree personal objectives relating to the delivery of the Marketing and Communication operational plan with the Marketing and Communications Manager which will be reviewed formally on an annual basis.

## **8. ESSENTIAL KNOWLEDGE, SKILLS & EXPERIENCE**

### **Education:**

- 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:**

- 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.

### **Experience:**

- 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.

## **9. MAIN JOB CHALLENGES**

Meeting the marketing requirements of the college to support the delivery of the marketing operational plan in line with the College strategic ambition. Able to meet tight deadlines and cope with large volume of work whilst maintaining high levels of accuracy.

## **10. WORKING ENVIRONMENT**

### **Physical**

- The post will involve office-based work.
- Periods throughout the year will require working out with normal business hours to support marketing and communications activities.
- Travelling to other venues to support the Marketing and Communications team.
- Operation of a wide range of office machinery/equipment.

### **Mental**

- Concentration for prolonged periods at a time e.g. attending meetings, analysing data to inform decisions and judgements, reviewing, checking and amending documentation.
- Frequent and constant interruptions on widely varying issues which can result in immediate re-prioritisation of present workload.

### **Emotional**

- The ability to maintain professionalism and deal with conflicting views and not be provoked by occasional challenging, hostile, confrontational or aggressive behaviour.
- Dealing with challenging customer groups.
- Ability to work under pressure at live events
- Ability to achieve required outcomes within short timescales

### **Working Environment**

- Mainly desk/office based
- Travel to other campuses on a regular basis to support marketing activities
- Travel, as required to external events, venues or employers to support marketing activities.