

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Marketing Student Recruitment
Core Job Role:	
Job Title:	Digital Marketing Assistant
Reports to:	Digital Manager
Grade	A
Date of compilation:	August 2024

CORE RESPONSIBILITIES:

1. Under the guidance of the Digital Manager and wider Digital Marketing Team, assist as needed in delivery of digital marketing activity for Luminate's HE brands (Leeds Conservatoire and University Centre Leeds)
2. Act as the lead for student recruitment enquiries across channels including email, social and CRM, ensuring every enquirer receives excellent customer service and accurate responses. Continually seek ways to optimise enquiry processes, including developing and maintaining enquiry templates, checking all colleagues are responding in SLA time, ensuring colleagues have completed relevant training, liaising with other departments to answer complex enquiries, developing and maintaining a knowledgebase of frequently asked questions.
3. Maintain up to date collections of student, alumni and student profiles for both institutions, seeking to continually add new and update existing profiles, especially in underrepresented areas.
4. Assist Website Manager in the creation and maintenance of web-based content, ensuring best practice for accessibility and SEO is followed.
5. Assist Digital Marketing Executive with the organic social media profiles for Leeds Conservatoire and University Centre Leeds, posting scheduled content, creating social images/graphics, writing captions, sourcing images, proofreading others' content and conducting ongoing community engagement.
6. Assist CRM Executive with creation of email and SMS marketing campaigns and administrative tasks related to CRM and our auditions platform, including tasks related to event management, audition management and data management.

7. Assist Digital Content Producer with administrative tasks such as booking locations for shoots, liaising with participants and gathering consents.
8. Liaise with colleagues within Academic, Student Support and Students' Union areas, to maintain up to date knowledge to support our work across the Digital Team, disseminating this information to relevant HE Marketing & Student Recruitment colleagues
9. Collaborate with colleagues in the Admissions Team, particularly in regards to enquiry management and administration of the auditions platform
10. Collaborate with relevant colleagues across the HE Marketing and Student Recruitment Team, ensuring work produced meets their needs and sharing information that could help colleagues in their own work
11. Support and assist delivery of events as and when required across all Luminate brands, including those outside of regular working hours
12. Keep up to date with digital marketing industry developments

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Ownership & performance

Using our robust business planning model to allow areas to have clear ownership over their vision and remit.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Job Title:	Digital Marketing Assistant
Department	HE Marketing and Student Recruitment

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Degree or equivalent qualification, or comparable relevant professional experience	A
D	Q2. Relevant professional or post-graduate qualification	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of creating digital marketing content for web, social media and/or email	A / I
E	EK2. Experience of providing customer service and/or handling enquiries	A / I
E	EK3. Experience of copywriting and/or copyediting written content	A / I

D	EK4. Experience of working with marketing tools and/or software (e.g. CRM/email marketing platforms, web content management systems, social media scheduling tools, image/video editing software, Canva)	A / I
D	EK5. Experience of handling data	A / I
D	EK6. Experience working in the Higher Education sector	A / I
D	EK7. Knowledge of the latest digital marketing trends	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent communication skills, with ability to communicate effectively with both external customers and internal colleagues	A / I
E	SC2. Excellent copywriting/editing skills, with ability to consistently produce accurate, concise and grammatically-correct written content tailored to purpose	A / I
E	SC3. Good technical skills, with the ability to quickly learn new tools and software (e.g. social media scheduling tools, CRM systems, image creation software, web content management systems)	A / I
E	SC4. Excellent attention to detail	A / I
E	SC5. Good organisational skills	A / I
E	SC6. Drive to continually improve processes	A / I
D	SC7. Ability to handle data using spreadsheets	A / I
D	SC8. Comfortable handling a variety of different types of tasks, including creative, customer service and administrative	A / I

Behavioural, Values and Ethos

Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A / I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I