

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Leeds Conservatoire and University Centre Leeds
Core Job Role:	Marketing Strategy Team support
Job Title:	Marketing Assistant
Reports to:	Marketing Strategy Manager
Grade	A
Date of compilation:	16/09/2024

ROLE SUMMARY:

This role supports the delivery of marketing strategies (and associated campaigns) for Luminate's Higher Education institutions (Leeds Conservatoire and University Centre Leeds), working closely with marketing and student recruitment professionals from across the department.

This role provides generalist marketing support, delivering on delegated projects, assisting on the production of briefs and post-campaign reports, conducting research, and coordinating colleagues both inside and outside the department.

ROLE RESPONSIBILITIES:

1. To support the Marketing Strategy team with non-digital content creation/curation, desk research and insight to help deliver strategic marketing activity across our two HE institutions
2. To help manage the institutions' enquiries via email, CRM and social media channels, with the Digital Marketing Assistant ensuring every enquirer receives excellent customer service and timely, accurate responses
3. To assist with the production of marketing collateral both on and offline, identifying imagery, creating copy and liaising with staff, students and suppliers
4. To assist in proofreading and sense-checking marketing collateral (print and digital) ensuring grammar and spelling are correct and tone of voice and key messaging are appropriately used
5. To help with any design work needed for non-digital collateral, including prospectus, leaflets and out of home advertising using Canva or ideally Adobe Creative Suite.
6. To maintain our third-party recruitment profiles and listings, providing appropriate copy and imagery to external suppliers and ensuring that information is regularly checked and updated

7. To support and maintain accurate and robust processes, workflows and organisational systems for all strategic marketing activity
8. To support the Strategy team with administration, including finance admin, merchandise and other supplier orders
9. To assist managing and responding to internal data and information servicing requests
10. Any other reasonable duties commensurate with the level of the post, which may be required from time to time including assisting with on- and off-campus recruitment events such as open days and UCAS fairs
11. To understand and follow all brand, EDI and GDPR guidelines in the creation of all content, maintaining up to date records where required
12. Keep up to date with marketing trends and 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.

Ownership & performance

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

Energy & enjoyment

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

Creative & reflective

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

Passion & ambition

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

Collaborative & responsive

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

Person Specification

Job Title:	Marketing Assistant
Department	Student Recruitment and Marketing

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	Relevant degree or professional qualification in Marketing and Communications	A / I
D	Relevant professional experience	A / I
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of working in a marketing environment	A / I
E	EK2. Writing copy for marketing collateral	A / I
D	EK3. Experience of email communication and enquiry management	A / I
D	EK4. Data analysis and research experience	A / I
D	EK5. Liaising with external suppliers and/or creative agencies	A / I

D	EK6. Experience of using design platforms such as Canva or ideally Adobe Creative Suite	A / I
D	EK7 Able to demonstrate a good understanding of higher education marketing issues	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent written and oral communication skills	A / I
E	SC2. High level of computer literacy	A / I
E	SC3. Excellent organisational skills	A / I
E	SC4. Able to think creatively and proactively	A / I
E	SC5. Commitment to providing excellent customer service	A / I
E	SC6. Able to work on own initiative	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