

Job Description

Job Title:	Marketing Assistant		
Department:	Marketing and Communications	Location:	Any North, West and Hebrides Campus
Grade:	£29,662 - £31,018 – NSUP15-18		
Report To:	Head of Marketing and Communications		

Job Purpose:

Are you an organised and enthusiastic individual with a passion for marketing and a drive to make things happen? We're looking for a motivated Marketing Assistant to join our professional marketing and communications team at UHI North, West and Hebrides, providing vital support to help deliver exciting campaigns and activity during an exciting period of transformation.

The successful candidate will provide hands-on administrative and practical support across the full range of the team's activity, with a focus on:

- + Supporting the planning and delivery of marketing campaigns, events and student recruitment activity across a diverse range of channels and audiences.
- + Assisting with the day-to-day coordination of the team's workload, including managing marketing requests, maintaining records and updating content.
- + Contributing to the team's social media, website and design activity, supporting the creation of engaging content that reflects the UHI North, West and Hebrides brand.

Context

UHI North, West and Hebrides is Scotland's newest college, operating across 19 campuses and centres spanning the North Highlands, West Highlands, Skye and Outer Hebrides. The Marketing and Communications team is small, geographically dispersed, and delivers a wide range of activity from student recruitment campaigns and events to internal communications and social media. This post is open to candidates based at any campus across the college region, offering flexibility and the opportunity to be embedded in a local community whilst contributing to college-wide activity. It offers real variety, genuine responsibility from day one, and an excellent foundation for someone looking to grow within a professional marketing environment.

Key Accountabilities

The postholder will be accountable for:

- Supporting the delivery of the marketing and communications plan for UHI North, West and Hebrides, working collaboratively with team members and contributing positively to the team's agile approach.

- Assisting in upholding the reputation and brand of UHI North, West and Hebrides, ensuring brand guidelines are followed consistently across materials and communications.
- Carrying out operational and administrative tasks accurately and efficiently, in line with team processes, policies and best practice.
- Assisting with the monitoring and recording of marketing activity, gathering data and supporting the evaluation of campaigns and projects as directed.
- Taking ownership of the team's records management and administrative systems, ensuring information is accurate, up to date and well organised.
- Ensuring all marketing and communications activity is inclusive and promotes accessibility, equality and diversity.
- Building positive working relationships with internal colleagues across the college, supporting joined-up working across teams and campuses.

Duties and responsibilities

The following duties and responsibilities are intended to give a broad indication of the variety of tasks the post holder may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and staff may be asked to carry out other duties commensurate with the level of the post. The job description may also be amended to take account of changed circumstances, and staff will be consulted when this is necessary.

- Provide general administrative support to the marketing and communications team, helping to ensure the smooth day-to-day running of the department.
- Support the coordination of marketing and communications projects, tracking progress, managing deadlines and keeping team members informed.
- Assist in the development of marketing and student recruitment activity targeted at prospective students, staff, alumni, businesses and other external stakeholders, as directed by senior team members.
- Contribute to the creation of engaging content across a range of channels and platforms, including social media, website, printed materials and internal communications.
- Support copywriting and content creation tasks, including written, visual and video content, in line with brand guidelines and under the guidance of the wider team
- Assist with the maintenance and updating of digital channels including the website, intranet, social media platforms and the customer relationship management database.
- Support the monitoring and recording of marketing and communications performance, collating data and preparing reports as required.
- Assist with the organisation and delivery of events, open days and student recruitment activity, including on-the-day support across campuses.
- Carry out basic market research and assist the team in staying informed of relevant industry trends, platforms and tools.
- Assist in tracking expenditure against the marketing and communications budget, maintaining accurate records and flagging any discrepancies to the line manager.
- Liaise with suppliers and service providers as directed, supporting procurement and ordering processes.
- Build positive working relationships with internal colleagues and external stakeholders to support joined-up marketing and communications activity.
- Work collaboratively and flexibly as part of the marketing and communications team, providing support across the college's campuses and centres as required.

Terms and Conditions

This post is governed by Support Staff terms and conditions, which are subject to collective bargaining processes.

General

- Proactively contribute to own personal development and supporting the wider sustainability of UHI North, West and Hebrides;
- Contribute to UHI's climate, biodiversity, and sustainability goals, including net-zero by 2040;
- Ensure consistency and equality at all times and proactively engage in UHI North, West and Hebrides values of trust, integrity and excellence.
- Ensure the health and safety of self and others and compliance with safeguarding, data protection requirements and all college policies;
- Work collaboratively with colleagues to ensure a whole college focus and approach

Appendix: Personal Attributes Framework Leadership – Providing direction, inspiration and encouragement to others

- Acts with confidence guiding the activities of colleagues, students and/or visitors
- Demonstrates a positive attitude to new ways of working and when faced with difficult situations
- Understands importance of having a strong sense of purpose and common goal
- Understands how own role contributes towards meeting organisational goals
- Takes responsibility and is accountable for own actions
- Is able to objectively assess own strengths and limitations
- Delivers a friendly and professional service to learners, customers and staff
- Reflects positively on feedback and responds proactively
- Ensures colleagues and line managers are kept informed of activities
- Listens effectively and shows empathy to others' needs and feelings

Teamworking/Communication – Working with others in a constructive and supportive way to achieve goals and manage change.

- Gives guidance and support to colleagues when it is needed.
- Asks for and accepts help when needed.
- Readily shares information, knowledge and expertise within own teams and across teams.
- Establishes effective working relationships inside and outside the college.
- Is polite, tolerant and patient, treating all with dignity and respect.
- Helps others to learn through encouragement and feedback.
- Works collaboratively with team and other functions to achieve a successful outcome.

- Listens to and respects others' views and opinions.

Performance – Managing performance of teams across the college and creating development opportunities

- Seeks ways to improve own learning and self-development
- Takes responsibility for managing own time and area of work.
- Seeks clarity when uncertain about information/instruction.
- Prioritises workload and is able to deal with changing requirements.
- Takes personal responsibility to ensure continuous professional development of skills and knowledge.
- Seeks and analyses feedback and takes positive action.
- Keeps customers updated on progress
- Aims to deliver agreed targets to timescale
- Manages customer expectations diplomatically and tactfully
- Pursues service excellence in line with college vision, commitments and standards
- Takes responsibility for following through on customer enquiries
- Supports and promotes a customer focused culture.

Person Specification

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Up to HNC/D or equivalent professional experience in a relevant subject such as marketing, business, communications or public relations. 	
Experience	<ul style="list-style-type: none"> At least one year's experience working in a busy marketing/communication environment Experience of delivering successful marketing and communication campaigns. Excellent IT skills, proven experience of using Microsoft Office suite including Word, Adobe PDF, PowerPoint. Experience of website content updates Experience of social media packages and their uses for marketing purposes 	<ul style="list-style-type: none"> Experience of working in a Gaelic bilingual environment Knowledge of, or interest in, Gaelic language and culture. Experience of or willingness to learn design tools such as Adobe Creative Suite.
Knowledge & Skills	<ul style="list-style-type: none"> Excellent organisational/office management skills Highly proficient in use of IT applications Ability to deal with rapidly changing priorities and meet tight deadlines Ability to communicate well across the college and with external parties Ability to work independently and as part of a team 	
Personal Qualities*	<ul style="list-style-type: none"> Positive and outgoing Flexibility in order to meet deadlines Self-motivated Can work well within a team Calm and mature approach Confidentiality Ability to act as ambassador for the College in external contexts Also: see personal attributes framework 	
Other	<ul style="list-style-type: none"> Commitment and ability to undertake and/or continue professional development in a relevant discipline Clean driving licence Be willing to work flexible hours when necessary to meet requirements of the post Be willing to regularly travel on College business, between centres, UHI and within Scotland Satisfy appropriate Disclosure Scotland checks 	

*Please note that the personal qualities, whilst desirable, will not be considered when shortlisting in line with the essential criteria for the role.

KEY TERMS AND CONDITIONS OF EMPLOYMENT

Hours of Work	This post is for 35 hours per week but you may be required to work additional hours to meet service requirements. The normal full-time working week is one of 35 hours.
Duration	This is a full-time, permanent post.
Salary	The salary for this post is on Support Scale Point NSUP15-18, (£29,662 - £31,018 per annum) pro-rata
Holidays	33 days in a full year plus 12 public/general holidays, pro-rata for part-time workers.
Location	The position will be based primarily at any of our North, West and Hebrides Campuses, but you may be required to work in any campus of UHI North, West and Hebrides.
Pension	You will be contractually enrolled into the Local Government Superannuation Scheme. Further details are available upon appointment.
References/ Medical Assessment/ PVG Check	For external candidates' appointment will be subject to references and a PVG check, which will be taken up after an offer has been made.

UHI North, West and Hebrides, an equal opportunities employer, is a registered charity which exists to provide Further and Higher education.

